

4 1/2

20012
A934

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H389

ORDER NO. 52092

DATE 2-28-1935

25^M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

ENTRANCE TO NORTH
WING AND GALERIA, FROM GARDENS,
HOTEL AGUA CALIENTE, BAJA
CALIFORNIA, MEXICO

PUT IN STAMP SPACE "PLACE
STAMP HERE" AND "MADE IN
U.S.A."

PRIVATE NO. BEFORE TITLE- X-57

COLOR DESCRIPTION

2 Blue
prints

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

(TICKET UP)

next to
2m x 4

DEADLINE

6

20E 13
A9 1/2

HENRY S. BEACH,
EL PASO, TEXAS

NO. 5A-H418

ORDER NO. 57230

DATE 11-13-1935

25 12 M 500 POST CARDS C.T.ART COLORTONE, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M. YES

TITLE (IN FULL) "BILLY THE KID", NEW

IMPRINT H. S. B.

MEXICO'S NOTORIOUS OUTLAW

PRIVATE NO. BEFORE TITLE- 2273

Photo no on front

COLOR DESCRIPTION

MAKE NEUTRAL COLOR BACKGROUND. DO NOT REVERSE POSITION OF FIGURE.
USE DIFFERENT COLOR SCHEME FROM ATTACHED CARD, MAKE TIE YELLOW OR
BLUE, ETC. MAKE FIGURE AS LARGE AS POSSIBLE ON CARD.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 44

DEADLINE

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. 5A-H426 ORDER NO. 52431 DATE 3-13-1935

CUSTOMER SOUTH BEND LATHE WORKS,
SOUTH BEND, IND.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

50 M GROUP (3) SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full NEW SOUTH BEND 9" X 3" WORKSHOP LATHE
(ETC. AS PER LAYOUT)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing
Follow Layout

SEE LAYOUT ATTACHED.

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor Black & White Proof. Titles — Red, Blue.

Screen
120
133
150
175

COLOR DESCRIPTION

SEE TISSUES & INSTRUCTIONS ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BRACKERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

SIZE WIDE HIGH SAME SIZE

SCREEN - 55 - 60 - 85 100 - 110 - 120 133 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

8. 1/16/35

5AH437



5A-H437

THE WHITE
HOTEL
OIL CITY

HORSE INN
CONANT
NEBR.

IRVIN A. MEDLAR CO., OMAHA, NEB.

POST CARD

PLACE
ONE CENT
STAMP
HERE

C. T. ART-COLOR-TONE



*copy for
Post Card*

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

NO. 5A-H439
ORDER NO. 52519
DATE 3-19-1935

12 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) BLUEBIRD DRIVEN TO NEW
WORLD'S SPEED RECORD BY SIR
MALCOLM CAMPBELL, DAYTONA BEACH, FLA.

IMPRINT SAME AS ABOVE

in 018 H 2274

PRIVATE NO. BEFORE TITLE- D-133

COLOR DESCRIPTION

CAR A ROYAL BLUE. AMERICAN & BRITISH FLAGS ON FRONT OF CAR. TAKE
OUT ALL MEN EXCEPT DRIVER. TAKE OUT CAR IN BACKGROUND. TAKE OUT
TIRES AND OTHER ACCESSORIES TO LEFT FOREGROUND. MAKE SMOOTH SAND
& SHOW OCEAN IN BACKGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CAL IF.

NO. 5A-H441

ORDER NO. 52508

DATE 3-19-1935

25^M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M

YES

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

TOP CENT- PALACE OF
FOODS AND BEVERAGES
BOT CENT- SAN DIEGO EXPOSITION,
CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER- 4406
COLOR DESCRIPTION

52746
USE PHOTO NO. ~~53105~~ 53105. USE PORTION AS MARKED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.-

CUSTOMER

X
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

HC 13
#12

8

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H442

ORDER NO. 52508

DATE 3-19-1935

25M ART COLORTONE POST CARDS, WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>	
PLACE OF TITLE <u>UPPER, LOWER, CENTER - BORDER.</u>	FRONT NO. R. M
TITLE (IN FULL) TOP CENT- PALACE OF BETTER HOUSING BOT CENT- SAN DIEGO EXPOSITION, CALIFORNIA PRIVATE NO. UPPER LEFT CORNER- 4409	IMPRINT II SAME AS ABOVE YES

COLOR DESCRIPTION

USE PHOTO NO. 53094. SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— ☒ CUSTOMER
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

2012
A 11

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H449

ORDER NO. 52 508

DATE 3-19-1935

25^M

ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11

R. M.

YES

TITLE (IN FULL) FACADE OF PALACE OF

IMPRINT

SAME AS ABOVE

FOODS AND BEVERAGES

BOT CENT- SAN DIEGO EXPOSITION.

CALIFORNIA

PRIVATE NO. UPPER LEFT CORNER- 4415

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.-

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

DEADLINE

200 1/2
A-12

21
2

NO. 5A-H506	
COPYRIGHT BY HAYNES PICTURE SHOPS, INC., 341 SELBY AVE., ST. PAUL, MINN. AND YELLOWSTONE PARK, WYOMING	
ORDER NO. 52625	
DATE 3-25-1935	
25M ART COLORTONE POST CARDS, WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)	
PLACE OF TITLE: UPPER <u>LOWER</u> CENTER - BORDER.	FRONT NO. 10 / R. M. YES
TITLE (IN FULL) BUFFALO (AMERICAN BISON, BULL) YELLOWSTONE NATIONAL PARK	IMPRINT SAME AS ABOVE
LOWER RIGHT CORNER- COPYRIGHT BY HAYNES	
PRIVATE NO. BEFORE TITLE- 21202 (C)	
COLOR DESCRIPTION	
USE PHOTO NO. 97087. SEE INSTRUCTIONS ATTACHED.	
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.	
PHOTO PROPERTY OF C. T. & Co. CUSTOMER	
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET	

6

20 1/2
193
114

COPYRIGHT BY HAYNES PICTURE SHOPS, INC.,
341 SELBY AVE., ST. PAUL, MINN., AND YELLOWSTONE
PARK, WYOMING

NO. 5A-H508

ORDER NO. 52625 ✓

DATE 3925-1935

25^M ART COLOR TONE POST CARDS, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) THE CAMPFIRE
ENTERTAINMENT, YELLOWSTONE NATIONAL PARK

IMPRINT SAME AS ABOVE

LOWER RIGHT CORNER- COPYRIGHT BY
HAYNES 1923

PRIVATE NO. BEFORE TITLE- 23364 (C)

COLOR DESCRIPTION

USE PHOTO NO. 97103. SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF 4

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.-

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

COPYRIGHT BY HAYNES PICTURE SHOPS, INC.,
341 SELBY AVE., ST. PAUL, MINN. AND YELLOWSTONE
PARK, WYOMING

NO. 5A-H511

ORDER NO. 52625

DATE 3-25-1935

25^M ART COLOSTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

YES

TITLE (IN FULL)

GRIZZLY BEAR FAMILY
YELLOWSTONE NATIONAL PARK

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 27367 (C)

LOWER RIGHT CORNER - COPYRIGHT BY
HAYNES

1927

COLOR DESCRIPTION

USE PHOTO NO. 118879.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

5
12

5. AM 521

NO. 5A-H526

COPYRIGHT BY HAYNES PICTURE SHOPS, INC.,

ORDER NO. 52643 ✓

341 SELBY AVE., ST. PAUL, MINN. AND YELLOWSTONE PARK, WYOMING DATE 3-25-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 10 / R. M. YES

TITLE (IN FULL) DAISY GEYSER, 70 FT.,

IMPRINT SAME AS ABOVE

YELLOWSTONE NATIONAL PARK

LOWER RIGHT CORNER- COPYRIGHT 1915
BY HAYNES

PRIVATE NO. BEFORE TITLE- 14013 (C)

COLOR DESCRIPTION

POST CARD ATTACHED IS FAIRLY GOOD. WOULD PREFER GOLD COLOR IN
SUNSET THAN RED GROUND NEAR GEYSER SHOULD BE OYSTER SHELL
GRAY.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1-2

20 1/2
10 1/2

NO. 5A-H530

COPYRIGHT BY HAYNES PICTURE SHOPS, INC.,
341 SELBY AVE., ST. PAUL, MINN. AND YELLOWSTONE
PARK, WYOMING

ORDER NO. 52643
DATE 3-25-1935

M 25 ANT COLORSTONE POST CARDS, WHITE BORDER <small>(ALL OF THIS GOES ON THE FRONT SIDE)</small>		<small>(ALL OF THIS GOES ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. / 10	R. M. YES
TITLE (IN FULL) A BULL MOOSE, YELLOWSTONE NATIONAL PARK LOWER RIGHT CORNER- COPYRIGHT 1935 BY HAYNES		IMPRINT SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE-35500 (c)			

COLOR DESCRIPTION

MOOSE IS DARK BROWN, NEARLY BLACK. ITS ANTLERS ARE ~~STEAKED~~ STREAKED WITH BROWN, BUT ARE WHITE ON THE POINTS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 15-376

12

2

21E13/4
A12

RAINIER NATIONAL PARK CO.,
TACOMA, WASH. MADE IN U.S.A.

NO. 5A-H562

ORDER NO. 52760

DATE 3-30-1935

6 MPOSTCARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

FRONT NO. 1

R. M.

YES

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

TOP-RAINIER NATIONAL PARK
BOT- BLUE LUTINE AND THE MOUNTAIN
PRIVATE NO. LOWER LEFT CORNER
28-2550

COLOR DESCRIPTION

USE PHOTO 1106-29

COLOR SAME AS 1106-29

VERY PARTICULAR CUSTOMER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

(TYPE SET UP)

6

NIAGARA CAVE, DECORAH, IA.
NEAR CRESCO, IA. AND HARMONY,
MINN.

NO. 5A-H536

ORDER NO. 52851

DATE 4-5-35

6 M

ART COLORTONE POSTCARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

GARDEN OF STALACTITE FORMATIONS,
NIAGARA CAVE, IOWA-MINNESOTA LINE

BOT-S. ALL TYPE- PHOTO BY NIAGARA CAVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTO ENCLOSED

SUBMIT: RET. PHOTO

X

B. L. & W. PROOF

HANDCOL PROOF

X

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

NIAGARA CAVE, DECORAH, IA. NEAR
CRESCO, IA. AND HARMONY,
MINN.

NO. 5A-H637

ORDER NO. 52851

DATE 4-5-35

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

LAVA-LIKE FORMATIONS, STALACTITES,
NIAGARA CAVE, IOWA-MINNESOTA LINE

NOT- SMALL TYPE - PHOTO BY NIAGARA CAVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTO ENCLOSED

SUBMIT: RET. PHOTO ☒ B. L. & W. PROOF ☐ HANDCOL PROOF ☒ RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Photo in 1CA-1468

Photo in 1CA-1468

NIAGARA CAVE,
DECORAH, IA. NEAR GRESKO,
IA. AND HARMONY, MINN.

NO. 5A-M638 ✓

ORDER NO. 52851

4-5-35

DATE

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

CRYSTAL CHAPEL, 100 FEET UNDER-
GROUND, VARI-HUED STALACTITES
• NIAGARA CAVE, IOWA-MINNESOTA LINE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

YES

IMPRINT

SAME AS ABOVE

BOT- SMALL TYPE- PHOTO BY NIAGARA CAVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTO ENCLOSED

SUBMIT: RET. PHOTO ☒

B. L. & W. PROOF

HANDCOL PROOF ☒

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Photo in 1CH-1466

*HE 1 1/2
A 9 3/4*

Photo 1368

12

9

NIAGARA CAVE,
DECORAH, IA. NEAR CRESCO,
IA. AND HARMONY, MINN.

NO. 5A-H539 ✓

ORDER NO. 52851

DATE 4-5-35

5 MART COLORTONE POST CARDS .WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER. CENTER. BORDER.

FRONT NO.

R. M.

TITLE (IN FULL)

IMPRINT

I

YES

LOST RIVER, 150 FT. UNDERGROUND,
NIAGARA CAVE, IOWA-MINNESOTA LINE

SAME AS ABOVE.

BOT-SMALL TYPE-PHOTO BY NIAGARA CAVE

COLOR DESCRIPTION

SEE TISSE ATTACHED TO PHOTO ENCLOSED

SUBMIT: RET. PHOTO ☒ B. L. & W. PROOF ☐ HANDCOL PROOF ☒ RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Photo m. 1CH-1463

Photo m.
61229
69BH1543

NIAGARA CAVE, DECORAH, IA. NEAR
CRESCO, IA. AND HARMONY,
MINN.

NO. 5A-H640 ✓

ORDER NO. 52851

4-5-35

DATE

6M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

ROOM OF SHADOWS, NIAGARA CAVE,
IOWA-MINNESOTA LINE

BOT-SMALL TYPE- PHOTO BY NIAGARA CAVE
COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTO ENCLOSED

SUBMIT: RET. PHOTO ☒ B. L. & W. PROOF ☒ HANDCOL PROOF ☒ RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

200 1/2
A10

NIAGARA CAVE, DECORAH, IA.
NEAR CRESCO, IA. AND HARMONY,
MINN.

NO. 5A-H641

ORDER NO. 528.1

DATE 4-5-35

6 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

ENTRANCE LODGE TO UNDERGROUND
NIAGARA ^{CAVE} NIAGARA CAVE, IOWA-
MINNESOTA LINE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. MES

IMPRINT

SAME AS ABOVE

BOT-SMALL TYPE-PHOTO BY NIAGARA CAVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTO ENCLOSED

Back of photo cover

SUBMIT: RET. PHOTO ☒

B. L. & W. PROOF

HANDCOL PROOF ☒

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

70
4
2 1/2

1
8

FRANK E. COOPER,
253 BROADWAY,
NEW YORK, N.Y.

NO. 5A-H642 ✓

ORDER NO. 52856

DATE 4-5-35

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

THE FINANCIAL CENTER OF THE WORLD
AT NIGHT, NEW YORK CITY

PRIVATE NO. UPPER RIGHT CORNER-72

TOP-SMALL TYPE-UNDERWOOD & UNDERWOOD
NEWS PHOTOS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

Night view

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

NO. 5A-H643

FRANK E. COOPER, 253¹/₂ BROADWAY,
NEW YORK, N.Y.

ORDER NO. 52856

DATE 4-5-35

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

TIMES SQUARE AND PARAMOUNT BUILDING
AT NIGHT, NEW YORK CITY
PRIVATE NO. UPPER RIGHT CORNER-73

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. E S same as 3AH99

IMPRINT SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

Made right side

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

5

FRANK E. COOPER,
253 BROADWAY,
NEW YORK N. Y.

NO. 5A-11644 ✓

ORDER NO. 52856

4-5-35

DATE

25^M ART COLORTONE POST CARDS WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

CHRYSLER BUILDING AT NIGHT, NEW
YORK CITY

PRIVATE NO. UPPER RIGHT CORNER- 74

FRONT NO. 1.

R. M.

YES same as 3A413

IMPRINT

SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

Make night view

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

FRANK E. COOPER,
253 BROADWAY,
NEW YORK CITY, N.Y.

NO. 5A-H645

ORDER NO. 52856

DATE 4-5-35

25M ART-COLOR-TONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M. YES same as 3A495

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

TOP-VIEW THROUGH THE ARCH OF
MUNICIPAL BUILDING SHOWING CITY HALL
BOT-TRANSPORTATION BUILDING AND WOOLWORTH
BUILDING AT NIGHT NEW YORK CITY

PRIVATE NO. UPPER RIGHT CORNER- 75

2 blueprints

COLOR DESCRIPTION

Make night view

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

7

2012
A10

FRANK E. COOPER,
253 BROADWAY,
NEW YORK XXXX, N.Y.

3

NO. 5A-H646 ✓

ORDER NO. 52856

DATE 4-5-35

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

AQUARIUM, BATTERY PARK AT NIGHT,
NEW YORK CITY

PRIVATE NO. UPPER RIGHT CORNER-76

TOP-SMALL TYPE-COPYRIGHT 1931 BY
IRVING UNDERHILL, INC., N.Y.

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES same as 3AH1275

IMPRINT

SAME AS ABOVE

2 blueprints

Make right view

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

FRANK E. COOPER,
253 BROADWAY,
NEW YORK CITY, N.Y.

NO. 5A-H647
ORDER NO. 52856

DATE 4-5-35

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES same as 3AHIY80

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

RIVERSIDE DRIVE, GEORGE WASHINGTON
BRIDGE AND HUDSON RIVER AT NIGHT,
NEW YORK CITY
PRIVATE NO. UPPER RIGHT CORNER-77

2 blueprints

COLOR DESCRIPTION

Make night view

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co. X

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

see 1 1/2
A10

THE RUBEN PUBLISHING CO.,
NEWBURGH, N.Y.

NO. 5A-H647 ✓

ORDER NO. 59776

DATE 3-16-1936

25 M ART COLORTONE POST CARDS WHITE BORDER *makeover*

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. *2 1*

R. M. *Yes same as*

TITLE (IN FULL) RIVERSIDE DRIVE, GEORGE
WASHINGTON BRIDGE AND HUDSON RIVER
AT NIGHT, NEW YORK CITY

IMPRINT ~~SAME AS ABOVE~~

COLOR DESCRIPTION

THE BEACON REVOLVES, IT DOES NOT FLASH. THE LIGHT IS
WHITE IN ONE DIRECTION AND RED IN THE OPPOSITE. BEACON IS NOT
QUITE AS LARGE AS SHOWN IN DRAWING. ~~REX~~ LIGHTS HAVE BEEN PUT ON
THE CABLES AS WELL AS ON THE ROADWAY ~~XXXXX~~ ~~XXXXX~~ ~~XXXXX~~. THERE ARE 5
LIGHTS ON THE CABLE FROM THE ROADWAY TO THE FIRST TOWER AN EQUAL
DISTANCE APART AND THE LIGHTS EXTEND ALONG THE CABLE ALL THE WAY
ACROSS THE BRIDGE THE SAME DISTANCE APART. THE LIGHTS ARE ON BOTH
CABLES

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO. — ☒

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF *Yes*

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Bill get Drawing

FRANK E. COOPER,
23 BROADWAY,
NEW YORK XXXX, N.Y.

NO. 5A-4648 ✓

ORDER NO. 52856
4-5-35

DATE

25M ART COLORTONE POST CARD WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TIMES SQUARE AT NIGHT, NEW YORK
CITY

6 BH 2283

PRIVATE NO. UPPER RIGHT CORNER- 78

2 blueprints

COLOR DESCRIPTION

Make night view

*Take out name of picture (Ruggles of Red Top)
+ face used in circ on bldg at left.*

SUBMIT: RET. PHOTO B. & W. PROOF
PHOTO PROPERTY OF C. T. & CO. — * CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

2814
A-12's

5

FRANK E. COOPER,
253 BROADWAY,
NEW YORK, N.Y.

NO. 5A-H649 ✓

ORDER NO. 52856

DATE 4-5-35

25 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

SKYLINE OF DOWNTOWN NEW YORK CITY
AS SEEN FROM HUDSON RIVER AT NIGHT

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. YES YES same as 3A H1298

IMPRINT

SAME AS ABOVE

PRIVATE NO. UPPER RIGHT CORNER- 79
TOP-SMALL TYPE- COPYRIGHT 1932 BY
IRVING UNDERHILL, INC., N.Y.C.

COLOR DESCRIPTION

2 blueprints

Make night view

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

2E 120
A135

FRANK E. COOPER
253 BROADWAY,
NEW YORK, N.Y.

NO. 5A-M650 ✓

ORDER NO. 52856

4-5-35

DATE

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

YES same as

39H1276

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

EAST RIVER SHOWING BROOKLYN, MANHATTAN
AND WILLIAMSBURG BRIDGES AT NIGHT
NEW YORK CITY -PRIVATE NO. UPPER RIGHT CORNER-180

TOP-SMALL TYPE- COPYRIGHT 1930 BY
IRVING UNDERHILL, INC., N.Y.C.

COLOR DESCRIPTION

2 blueprints

Make night view

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

* CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

HE 1 1/2
A 10 1/2

FRANK E. COOPER
253 BROADWAY,
NEW YORK, N.Y.

NO. 5A-H651

ORDER NO. 52856

DATE 4-5-35

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) BROOKLYN BRIDGE AT NIGHT

NEW YORK CITY
PRIVATE NO. UPPER RIGHT CORNER - 81

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

2 blue prints

COLOR DESCRIPTION

*Make night view - Cut out factories in foreground
Take out barges showing just under bridge
to the left.*

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.

☒ L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

7

2014
7.13

FRANK E. COOPER,
253 BROADWAY,
NEW YORK, N.Y.

NO. 5A-H532
ORDER No 52856

DATE 4-3-35

25 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

SKYLINE OF DOWNTOWN NEW YORK
CITY AS SEEN FROM BROOKLYN AT NIGHT,
~~NEW YORK~~

PRIVATE NO. UPPER RIGHT CORNER- 82

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

TAKE OUT ALL FACTORY BLDG. IN FOREGROUND AND RIX PUT IN RIVER
(WATER) ALSO PUT IN BOAT ON THE RIVER

Made night scene

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — * CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

FRANK E. COOPER,
253 BROADWAY,
NEW YORK N.Y.

NO. 54-H653

ORDER NO. 52856

DATE 4-5-25

25 M

ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES same as 3AH107

TITLE (IN FULL) TOP- CENTRAL PARK AT
59TH STREET, SHOWING HOTELS PLAZA
BOT-SAVOY PLAZA-SHERRY NETHERLANDS AND
PIERRE AT NIGHT, NEW YORK CITY
PRIVATE NO. UPPER RIGHT CORNER-83
LEFT

IMPRINT SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

Make right same

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

FRANK E. COOPER,
253 BROADWAY
NEW YORK XXX, N.Y.

NO. 5A-H654

ORDER NO. 5856

DATE 4-25-35

25 M ART COLORTONE POST CARDS WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

MIDTOWN NEW YORK CITY, THE GREAT
WHITE WAY, AS SEEN FROM THE EMPIRE
STATE BUILDING OBSERVATORY AT NIGHT,
NEW YORK CITY

FRONT NO.

R. M. YES

IMPRINT

SAME AS ABOVE

PRIVATE NO. UPPER RIGHT CORNER - 84
COLOR DESCRIPTION

2 blueprints

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO. - X

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 2-4 37

WOODCOCK MFG. CO., HOT SPRINGS
NATIONAL PARK, ARK.

NO. 5A-H655

ORDER NO. 52859

DATE 4/4/35

12¹/₂ M POST CARDS ART COLORTONE WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I I R. M NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

FORDYCE BATH HOUSE,
HOT SPRINGS NATIONAL PARK, ARK.

COLOR DESCRIPTION

ELIMINATE TANK ON ROOF

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Type set up.

DEADLINE

GEO. L. BILLINGS CO.,
BAY CITY, MICH.

NO. 5A-H656 ✓

ORDER NO. 52862

DATE 4-4-1935

12½ M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. NO

TITLE (IN FULL) COURT HOUSE BY NIGHT,
BAY CITY, MICH.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

TAKE OUT SNOW AND RUEBISH. TAKE OUT SMALL BLDG. AT LEFT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

G. H. WICKMAN,
MACKINAC ISLAND,
MICH. MADE IN U.S.A.

NO. 5A-H657

ORDER NO. 52865

4-5-1935

DATE

25M

ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. **X I** R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

GREETINGS FROM MACKINAC ISLAND,
MICH.

Handwritten: Handwritten

COLOR DESCRIPTION

SEE PHOTO ENCLOSED

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY C. T. & Co. CUSTOMER **X**

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Handwritten: 14
Ket. 9
6 - 3 hrs
spilled ink

1. & M. OTTENHEIMER,
BALTIMORE, MD.

NO. 5A-H658 ✓
5A-H659

ORDER NO. 52866

DATE 4-5-1935

25^M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

FRONT No. 2 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

POLYTECHNIC INSTITUTE, BALTIMORE,
MD.

COLOR DESCRIPTION

OLD TYPE AUTOMOBILES ARE TO BE TAKEN OFF THE
PICTURES AND THE NEW TYPE PUT THERE INSTEAD

USE PHOTO NO. 1A3144

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPESET

I. & M. OTTENHEIMER,
BALTIMORE, MD.

NO. 5A-H659

ORDER NO. 52866

DATE 4-4-1935

25M POST CARDS ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 3X 2 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

COURT HOUSE AND BATTLE MONUMENT,
BALTIMORE, MD.

COLOR DESCRIPTION

TAKE OUT OLD TYPE OF AUTOMOBILES AND PUT
IN NEW TYPE

USE PHOTO NO. 70903

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

201 1/2
A 9 3/4

5

2

I. & M. OTTENHEIMER,
BALTIMORE, MD.

NO. 5A-M660 ✓

ORDER NO. 52 866

DATE 4-5-1935

25^M ART COLORTONE POST CARDS
(ALL OF THIS ON THE PICTURE SIDE)

WHITE BORDER
(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

2

R. M.

NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

TOP-NEW EMERSON HOTEL,
BOT- BALTIMORE AND CALVERT STREETS,
BALTIMORE, MD.

COLOR DESCRIPTION

TAKE OUT OLD TYPE AUTOMOBILES AND PUT IN NEW TYPE

USE PHOTO 22810

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

I. & M. OTTENHEIMER,
BALTIMORE, MD.

NO. 5A-M661 ✓

ORDER NO. 32866

DATE 4-5-1935

25 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

PENNSYLVANIA XXX STATION,
BALTIMORE, MD.

COLOR DESCRIPTION

TAKE OUT OLD TYPE AUTOMOBILES AND PUT IN NEW TYPE

USE PHOTO 34854

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

11
DEADLINE

I. & M. OTTENHEIMER,
BALTIMORE, MD.

NO. 5A-H662 ✓
~~5A-H622~~
ORDER NO. 52866
DATE 4-5-1935

210 1/2
A10

25 M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

TITLE (IN FULL)

TOP- EMERSON TOWER BUILDING,
BOT- NORTH-EAST CORNER EUTAW AND
LOMBARD STREETS, BALTIMORE, MD.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No.

2

R. M

NO

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

TAKE OUT OLD TYPE AUTOMOBILES AND PUT IN NEW TYPE
USE PHOTO 24428

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

3

I. & M. OTTENHEIMER,
BALTIMORE, MD.

NO. 5A-H663

ORDER NO. 52866

DATE 4-5-1935

25^M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

FRONT NO. 2

R. M

NO

TITLE (IN FULL)

THE UNION MEMORIAL HOSPITAL,
JOHNSTON HOSPITAL AND NURSES HOME,
BALTIMORE, MD.

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

TAKE OUT OLD TYPE AUTOMOBILES AND PUT IN NEW
TYPE - USE PHOTO 120881

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

LET'S SET UP

DEADLINE

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
RETURN PHOTO
YES
NO

DIAL NO. 5A-H665 ORDER NO. 52900 DATE 4-6-1935

CUSTOMER OLMSTED GRILL,
WASHINGTON, D.C.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

25 POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

OLMSTED GRILL, AS PER PAPER CLIPPING

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negative	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
-------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negative	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
-------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

AS PER INSTRUCTIONS ATTACHED

PHOTO RETURNED

TO

PHOTO USED FOR

See Layout
L.O. 1
Ret 4
H.C. 1 1/2
L.A. 12

Handwritten signature

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL NO. 5A-H666 ORDER NO. 52899 DATE 4-12-35

CUSTOMER GRAND HOTEL CO.,
MACKINAC ISLAND, MICH

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

~~WORLD'S LARGEST SUMMER HOTEL~~

No title

STYLE ART COLORTONE WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer, T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing
Follow Layout

Submit retouched photo to
JCB

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

COLOR DESCRIPTION
THE CONSPICUOUS CLOUD EFFECT SHOULD BE TAKEN
OUT AND LIGHT CLOUDS AND SKY LIKE ON THE INCLOSED
FINISHED CARD PUT IN. THE AWNINGS SHOULD BE
STRIPED AS IN CARDS NO. 2 and 3. THE GREEN HEDGES
AND GRASS A LITTLE DARKER. THE FLAGS THAT WERE
INSTALLED LAST YEAR SHOULD BE DRAWN IN ON ALTERNATE
COLUMNS BEGINNING WITH THE FIFTH COLUMN FROM
THE LEFT AND CONTINUING ALONG THE PORCH, BUT NOT
ON THE ROUNDED END PORTIONS AND NOT ON THE CENTRAL
PORTION OF THE PORCH. CARDS NO. 2 and 3 show these
FLAGS CORRECTLY. USE ALL "AMERICAN FLAGS" UNIFORM
AND STYLE ETC. HANGING GRACEFULLY.
OK

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BRACKETS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 7 1/2
H.C. 1 1/2
L.A. 10 1/2

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 56-H667 ORDER NO. 52899 DATE 4-12-35

CUSTOMER GRAND HOTEL CO.,
MACKINAC ISLAND, MICH.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

16 POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

~~ADDRESS TO THE HOTEL~~

No title

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

FRONT NO. 5
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

____ Photograph each - Size 5x7 - 8x10 - 10x12
____ Prints each from _____ Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

COLOR DESCRIPTION
THE GRASS AND HEDGE SHOULD BE A LITTLE LIGHTER
RICHER GREEN, MORE LIKE THE INCLOSED FINISHED CARD.
THE SIDE WALK SHOULD HAVE A FEW SHADOWS DRAWN
IN SO THAT IT WILL BE LESS CONSPICUOUS

HALFTONES FROM _____ COPIES
DUPLICATES _____ ZINC COLOR PLATES
LINE & HALFTONE COMB _____ COLOR PROCESS
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

ZINC ETCHINGS FROM _____ COPIES
DUPLICATES _____ COLOR PLATES
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

SIZE _____ WIDE _____ HIGH SAME SIZE
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER.

SIZE _____ WIDE _____ HIGH SAME SIZE
BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS
FLAT - GOOD - IN COLORS - SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

*Art Work
as specified*

9

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. ~~5A-H698x~~ 5A-H668 ORDER NO. 52899 DATE 4-12-35

CUSTOMER GRAND HOTEL CO.,
MACKINAC ISLAND, MICH.

6 M POST CARDS SIZE $3\frac{1}{2} \times 5\frac{1}{2}$

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

~~AVENUE OF FLAGS~~ *No title*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

MAKE THE SKY, HEDGE AND GRASS SIMILAR TO THE INCLOSED
FINISHED CARD. PLEASE STUDY THE FOREGROUND AND
SEE IF BY PUTTING IN SOME BUSHES AND A FEW SHADOWS
ON THE ROADWAY YOU CAN LENGTHEN THIS OUT TO THE
FULL DEPTH OF THE CARD AND STILL NOT HAVE THE
FOREGROUND TOO CONSPICUOUS

NO

YES

RETURN PHOTO

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE WHITE BORDER
(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB. COLOR PROCESS
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day
Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN 55 - 60 85 - 100 - 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE
BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD INCOLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Net 4
K.C. 1 1/2
L.C. 9 3/4

Red Line
at road

9
4

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-H669 ORDER NO. 52899 DATE 4-12-35

CUSTOMER GRAND HOTEL CO.
MACKINAC ISLAND MICH

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

FRONT NO. 5 R. M. ☒ Yes ☐ No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer ☒ C. T. Imprint ☐ No Imprint

A-SECTION OF COCKTAIL LOUNGE

No title

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

USE BLUE AS IN LEFT HAND CORNER OF CARPET ON
BLUE DANUBE GRILL CARD, ATTACHED. ALSO, USE YELLOW
AS ON FIRST SEAT BACK IN THIS CARD. IF POSSIBLE
PLEASE ELIMINATE SPRINKLER PIPES ON CEILING

COLOR DESCRIPTION

USE BLUE AS IN LEFT HAND CORNER OF CARPET
ON BLUE DANUBE GRILL CARD, ATTACHED. ALSO,
USE YELLOW AS ON FIRST SEAT BACK IN THIS CARD.
IF POSSIBLE PLEASE ELIMINATE SPRINKLER PIPES
ON CEILING

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from _____ Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM _____ COPIES
DUPLICATES _____ ZINC COLOR PLATES FROM _____ COPIES
LINE & HALFTONE COMB _____ COLOR PROCESS _____
ZINC ETCHINGS FROM _____ COPIES
DUPLICATES _____ COLOR PLATES _____
SIZE _____ WIDE _____ HIGH, SAME SIZE _____
BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)
PROOFS
FLAT — GOOD — IN COLORS — SPECIAL STOCK
ELECTROTYPES EACH OF _____
ON WOOD METAL

NO
YES
RETURN PHOTO

PHOTO RETURNED TO PHOTO USED FOR

Photo Work
is good

photo 6/24/35

OK 5-6

RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. 5A-H670

ORDER NO. 52899

DATE

4-12-35

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

CUSTOMER GRAND HOTEL CO.,
MACKINAC ISLAND, MICH

6 M POST CARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

TEA GARDEN AS VIEWED FROM HOTEL PORCH

No title

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

STYLE ART COLORTONE FULL FACE

(All of this on address side)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

Screen
120
133
150
175

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE

SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT

WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR

SOLID METAL - FLUSH TOP - FLUSH BOTTOM

FLUSH SIDES - FLUSH ALL AROUND

UNMOUNTED WITH BEARERS

CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK

ELECTROTYPES EACH OF

ON WOOD - METAL

COLOR DESCRIPTION
THE GREENS SHOULD BE LIVENED UP A LITTLE IN THIS
CARD, THE TREES A LITTLE MORE LIKE THE UNCLOSED
FINISHED CARD, THE GRASS A LITTLE LIGHTER TO
SHOW MORE CONTRAST, MORE SUNSHINE.

not set 6/1/35

PHOTO RETURNED

TO

PHOTO USED FOR

Art Work
as quoted

5

3

200 1/4
A-9 1/2

SAPIRSTEIN GREETING CARD COMPANY,
CLEVELAND, OHIO

NO. 5A-H672

ORDER NO. 52941

4-9-1935

DATE

25M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

'THE GREAT SHIP' SEE AND BEE'
BETWEEN BUFFALO, CLEVELAND AND
CHICAGO

PRIVATE NO. BEFORE TITLE- 22

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE
SEE PHOTO 61576

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

5

SAPIRSTEIN GREETING CARD COMPANY,
CLEVELAND, OHIO

NO. 5A-H673 ✓

ORDER NO. 52941

DATE 4-9-1935

25M POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

FRONT NO. 2 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

UNLOADING GRAIN BOAT NEAR HIGH
LEVEL BRIDGE SHOWING TERMINAL TOWER
IN THE DISTANCE, CLEVELAND, OHIO
PRIVATE NO. BEFORE TITLE -23

COLOR DESCRIPTION

Carl
SEE ~~PHOTO~~ 4A-H1670

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF *YES*

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

*2PC 1 1/2
A 10*

8

2

1 1/2

20 1 1/2
A9

DISTRIBUTED BY J.R. WILLIS,
P.O. BOX 665,
ALBUQUERQUE, N.M.

NO. 5A-H674

ORDER NO. 52945

DATE 4-9-1935

12M 500 POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

IMPRINT

OLDEST HOUSE IN THE U.S.

SAME AS ABOVE

Private no. before title -- C-58

COLOR DESCRIPTION

SEE ATTACHED PHOTO FOR INSTRUCTIONS

Large drawing

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DISTRIBUTED BY J.R. WILLIS

13

12

	RETURN PHOTO	YES	NO	PHOTO PROPERTY OF C. T. & CO.	CUSTOMER
21					
3					
4					

DIAL NO. 5A-H675 ORDER NO. 52951 DATE 4-8-1935

CUSTOMER BON-AIR HOTEL
MIAMI BEACH, FLA.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE: COMPLETED

Photos for
this Customer

25 M POST CARDS SIZE $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE white Border
(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border		— Follow Layout	
Title in Plate	Yes No	Copyright in Plate	Yes No
Title in full			

BON AIR HOTEL BY-THE-SEA OCEAN DRIVE AT 11TH
ST. MIAMI BEACH, FLA.

BOT-OVERLOOKING BEAUTIFUL PARK AND OCEAN

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

_____ Photograph each - Size 5x7 - 8x10 - 10x12
 _____ Prints each from _____ Negatives MATTE or GLOSSY
 Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
 See Salesman, Customer, or Sample for Position, Office
 DELIVER _____ Straighten Photo _____

Negative — Line — Halftone — Combination.	Screen	120
Dry — Wet — Pancromatic — Color Separation.		133
Transfer — Paper Process — New Process.		150
Stripping — White Border — Full Face.		175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue,		

COLOR DESCRIPTION

AS PER INSTRUCTIONS ATTACHED

ENGRAVING DEPARTMENT

HALFTONES FROM _____ COPIES

DUPLICATES _____ ZINC COLOR PLATES _____

— LINE & HALFTONE COMB — COLOR PROCESS

Extr Negatives	Extr Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE _____ WIDE _____ HIGH SAME SIZE _____
SCREEN - 55 - 60 - 85 - 100 - 110 120 133 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM _____ COPIES

____ DUPLICATES _____ COLOR PALTES

Extra Negative	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Dey
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SIZE _____ WIDE _____ HIGH. SAME SIZE _____

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT. GOOD IN COLORS. SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER
PHOTO PROPERTY OF C. T. & CO.
RETURN PHOTO YES NO

DIAL NO. 5A-H676 ORDER NO. 52948 DATE 4-8-1935

CUSTOMER WHOLESALE MERCHANDISERS INC.,
CHICAGO, ILL

50 M POST CARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

ALLERTON HOTEL, CHICAGO, ILL.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

SEE PHOTO ENCLOSED

DEADLINE

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE

ART COLORTONE WHITE BORDER

FRONT NO. 5 (All of this on address side)
R. M. Yes No
R. M. to cover part of Mss. Space, entire Mss. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue-Print Handcolor Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

ZINC ETCHINGS FROM COPIES

DUPLICATES ZINC COLOR PLATES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

PLATE GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H677 ORDER NO. 52950 DATE 4-9-1935

CUSTOMER FRANKLIN COURT APTS

MIAMI, FLA.

6 M POST CARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border ☒ Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

RETOUCHING DEPARTMENT

☒ Submit ☐ Sketch ☐ Layout ☒ Retouched Photo ☐ Wash Drawing

Follow Layout

COLOR DESCRIPTION

See instructions attached

*original photo
retouched 8/10/35*

MP

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE WHITE BORDER

(All of this on address side)

R. M. Yes ☒ No

FRONT NO. 5

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

☒ T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from _____ Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print ☒ Handcolor ☐ Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM _____ COPIES

DUPLICATES _____ ZINC COLOR PLATES

LINE & HALFTONE COMB _____ COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE _____ WIDE _____ HIGH SAME SIZE _____

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM _____ COPIES

DUPLICATES _____ COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE _____ WIDE _____ HIGH SAME SIZE _____

BLOCKING DEPT. WOOD - MORTISE - ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH BRACKERS

CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK

ELECTROTYPES EACH OF _____

ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

14.00

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H678 ORDER NO. 52949 DATE 4-9-1935

CUSTOMER PAN AMERICAN HOTEL,
MIAMI, FLA.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

25 M POST CARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright In Plate Yes No

Title in full

PAN AMERICAN HOTEL, MIAMI, FLA.

STYLE **ART PHOTO COLORIT WHITE BORDER**
(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from — Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE ATTACHED FOR COLOR INSTRUCTIONS

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES

DUPLICATES — ZINC COLOR PLATES

LINE & HALFTONE COMB — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE —

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM — COPIES

DUPLICATES — COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE —

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRACKETS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Red 8
A 1 1/2
C 1 1/2

see back Re
Photo

15

7-8

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
RETURN PHOTO

DIAL NO. 5A-H679 ORDER NO. 52956 DATE 4-13-35

CUSTOMER HOTEL DE SOTO,
ST. LOUIS, MO.

12 M 500 P C SIZE 3 1-2X5 1-2

PLACE OF TITLE Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

HOTEL DESOTO-LOCUST AT ELEVENTH
SAINT LOUIS, MO

10P. UNDER SCHIMMEL DIRECTION

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

In the upper center of the photo you will
note that the photographer cut off the corner.
You can retouch this so it will not look
chopped off.

Res 8 1/2
HP 1 1/2
A 10 1/2
C 1 1/2

COLOR DESCRIPTION
The bldg. across the street at the right of
photo should be taken out. The little brick section
on the roof at the left of picture should be out.
The faint wires on the roof take out. Take out
the for rent signs in the lower windows. In the
upper center of the photo you will note that the
photographer cut off the corner. You can retouch
this so it will not look chopped off. There is an
electrical neon sign at the corner, but the angle
in which this photo was taken completely shuts off
this sign. I would suggest that the artist put
in a sign so it will show prominently in the picture.
Note the sketch of this sign that I have drawn and
the colors in it. The building is red brick with
cream ornamental stone. Windows sash green. Put
a nice flat on the roof.

See attached letter for gism layout and coloring

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE PHOTO COLORIT WHITE BORDER

FRONT NO. 5

(All of this on address side)
R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE
SCREENS 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD MORTISE - ANCHOR
SOLID METAL - FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT. GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL.

PHOTO RETURNED

TO

PHOTO USED FOR

J.P. WALMER,
BOX 224,
HARRISBURG, PA.

NO. 5A-H690

ORDER NO. 52998

DATE 4-11-1955

12M 500 ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

THE POST OFFICE, WILLIAMSPORT,
PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

BLDG GRAY STONE, ABOUT NO. K5, WHITE STONE TRIM DARK
GREEN WINDOW SASH, BUFF DOORS, ROOF BLUISH SLATE WITH DARK GREEN
TRIM AND DOMES, DO NOT ELIMINATE BUT SUBDUE BUILDINGS AT SIDES,
LAMP POSTS AND STANDARDS DARK GREEN. GRASS PLATS IN CENTER FORE-
GROUND. REMOVE POLES AND WIRES. PUT FLAG IN PLACE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

(TYPE SET UP)

CUSTOMER
—
C. T. & CO.
—
RETURN PHOTO
YES
NO

DIAL NO. 5A-H691 ORDER NO. 52997 DATE 4-13-35

CUSTOMER BLOSSOM HEATH AMUSEMENT CORP.,
OKLAHOMA CITY, OKLA.

6 M P C

SIZE 3 1-2 X5 1-2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

BLOSSOM HEATH DINE AND DANCE ETC.,
AS PER LAYOUT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

SEE LAYOUT

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE WHITE BORDER

FRONT NO. 5
R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES. ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

ZINC ETCHINGS FROM COPIES
DUPLICATES. COLOR PLATES
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN 55 60 65 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS see size

PROOFS

HAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED
TO
PHOTO USED FOR

Art Work
5.00

2101 1/2
110 1/2

E. A. BISHOP,
RACINE, WIS.

NO. 5A-M692

ORDER NO. 53019

4-12-1935

DATE

12M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

HOTEL LORAIN, MADISON,
WISCONSIN

PRIVATE NO. BEFORE TITLE - 743

COLOR DESCRIPTION

TAKE OUT ALL CARS AND PEOPLE

get Photo

YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

10

4-17

CUSTOMER
PHOTO PROPERTY OF C. T. & CO.
RETURN PHOTO
YES
NO

DIAL No. 5A-H693 ORDER NO. 53015 DATE 4-12-35

CUSTOMER LUTHERLAND,
POCONO PINES, PA

12M 500 POS. CARDS SIZE $3\frac{1}{2} \times 5\frac{1}{2}$

PLACE OF TITLE: Upper Lower Center Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

SUMMERS AFTERNOON AT ~~THE~~ BEACH in *sky*
THE

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

BEACH WHITE SAND, UMBRELLAS GREEN AND WHITE

DIVING FLOAT WHITE

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE *Full Face* WHITE BORDER

FRONT NO. 5 (All of this on address side)
R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

NO. ON FRONT

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. *Screen* 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS
Extra Negative Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day
ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES
Extra Negative Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRACKERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED
TO
PHOTO USED FOR

Del 22
He 12
A 11
C 10

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
RETURN PHOTO
YES
NO

DIAL No. 5A-H694 ORDER NO. 53015 DATE 4-12-35

CUSTOMER LUTHERLAND,
POCONO PINES, PA

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12^M 500 POST CARDS SIZE 3¹/₂ x 5¹/₂

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

POCOHANNE LODGE

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

STYLE ART COLORTONE WHITE BORDER
(All of this on address side)

FRONT NO. 5
R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

NO. ON FRONT

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. Screen 133
Transfer — Paper Process — New Process. Screen 150
Stripping — White Border — Full Face. Screen 175
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE — OVAL — CIRCLE
SQUARE — LIKE COPY — VIGNETTE — HIGHLIGHT
WITH LINE WITHOUT LINE — SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD — MORTISE — ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT — GOOD — IN COLORS — SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Ref 3
H.C. 1 1/2
A 10
C 1/4

COLOR DESCRIPTION
SHINGLED WALLS 3/4 - SILVER GRAY ROOF SLATE
STONWORK LIGHTBROWN LIMESTONE

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL No. 5A-H695

ORDER NO. 4-12-35

DATE 4-12-35

CUSTOMER C.W. HUGHES & CO., INC.,
MECHANICVILLE, N.Y.

50 M POST CARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

*English Trade
Rauel*

RETOUCHING DEPARTMENT

Submit → Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor Black & White Proof. Titles Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES										ZINC ETCHINGS FROM COPIES										
DUPLICATES										DUPLICATES										
LINE & HALFTONE COMB										COLOR PROCESS										
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
SIZE _____ WIDE _____ HIGH SAME SIZE _____																				
SCREEN 55 60 85 100 110 120 133 150																				
ETCHING DEPT. PAINT IN BACKGROUND SOLID																				
FINISHING DEPT. OUTLINE OVAL CIRCLE SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT WITH LINE - WITHOUT LINE - SPECIAL BORDER																				
BLOCKING DEPT. WOOD MORTISE - ANCHOR SOLID METAL FLUSH TOP FLUSH BOTTOM FLUSH SIDES FLUSH ALL AROUND UNMOUNTED WITH DRAWERS CUT TO PICAS (see size)																				
PROOFS FLAT GOOD IN COLORS SPECIAL STOCK ELECTROTYPE EACH OF ON WOOD METAL																				

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H696 ORDER NO. 5253011 DATE 4-12-35

CUSTOMER F.R. FULMER,
SANTA CRUZ, CALIF.

12 M 500 POST CARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

HOTEL PALOMAR, SANTA CRUZ, CALIFORNIA
BOT. NEW - MODERN - FIREPROOF

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

THE WINDOWS ARE NOT RIGHT, THE PERSPECTIVE IS
ALL TWISTED, AND THE OUTLINE OF TOP OF BUILDING
IS NOT IN ACCORDANCE WITH THE ACTUAL BUILDING.
FROM THE PHOTO I SENT, AND THOSE I ENCLOSE, ALONG
WITH THE SKETCH, POSSIBLY OUR ARTIST CAN WORK UP
SOMETHING ATTRACTIVE TO WORK FROM
REMOVE A FEW OF THE AWKWARD LOOKING FIGURES
IN THE SKETCH, AND SEE IF THE STORE FRONTS
CANNOT BE OUTLINE A LITTLE BETTER.

RETURN PHOTOS

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE

PHOTO COLORIT WHITE BORDER

(All of this on address side)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

Q. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE
SCREEN 55 60 65 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE - OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

1st 1st GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Best Work
in quality

3 1/2

200 1 3/4
A 12 1/2

OTTO ULBRICH CO.,
BUFFALO, N.Y.

NO. 5A-H697 ✓
ORDER NO. 53004
DATE 4-12-1935

12 M500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)
LEFT
BUFFALO, N.Y.
CENTER
PEACE BRIDGE
AT RIGHT
FORT ERIE, ONTARIO

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 0 / R. M. YES

IMPRINT
SAME AS ABOVE
Put in stamp space
"Place Stamp Here"

COLOR DESCRIPTION
BE VERY CAREFUL
SUMMER FOLIAGE, GRAY BRIDGE, CLOUD EFFECT DO NOT
MAKE A VIVID BLUE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

APR 15 1935

DEADLINE

5

3 1/2

22c 1/4
19

OTTO ULBRICH CO., BUFFALO, N.Y.

NO. 5A-H698

ORDER NO. 53004

4-12-1935

DATE

12M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

LEFT CENTER
BUFFALO, N.Y. PEACE BRIDGE

AT RIGHT

FORT ERIE, ONTARIO

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

YES same as

5A H697

IMPRINT

SAME AS ABOVE

Put in stamp space "Place Stamp Here"

BE VERY CAREFUL. SUMMER FOLIAGE, GRXX, XBRXBRX, CLOUD EFFECT DO NOT MAKE A VIVID BLUE

TAKE OUT TWO CHIMNEYS AT RIGHT MEDIUM GREY BRIDGE, CREAMISH ABUTMENTS, COLOR ORNAMENTED GREENISH BRONZE LAMP POSTS CEMENT PATHWAY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

5

DEADLINE

OTTO ULBRICH CO.,
BUFFALO, N.Y.

NO. 5A-M699

ORDER NO. 53004

DATE 4-12-1935

12M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

LEFT CENTER
BUFFALO, N.Y. PEACE BRIDGE
AT RIGHT
FORT ERIE, ONTARIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

YES same as
5A H697

IMPRINT SAME AS ABOVE

Put in stamp space

"Place Stamp Here"

COLOR DESCRIPTION

BRIDGE GRAY, NOT LIGHT GREY; ABUTMENTS, FOUNDATIONS,

SLIGHT CREAMISH GREY. SKY CLOUD EFFECT. WATER NOT TOO DARK BLUE
FILL PATH IN FRONT OF SIDEWALK WITH GRASS. ELIMINATE CARS AND X
TRUCK IN FOREGROUND, BY CONTINUING PART OF THE BUSH AT RIGHT TO
A DECIDED SLOPE. TAKE OUT SMALL BLDG. BETWEEN ABUTMENTS OVER
PRESENT BUSH. TAKE OUT ~~XX~~ TELEGRAPH POLES. SEE ROUGH SKETCH ON BACK

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO OF PHOTO

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TWENTY SET UP

DEADLINE

OTTO ULBRICH CO.,
BUFFALO, N.Y.

NO. 5A-H700✓

ORDER NO. 53004

DATE 4-12-1935

12M 500 POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

AT LEFT CENTER
BUFFALO, N.Y.- PEACE BRIDGE

AT RIGHT
FORT ERIE ONTARIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 4 / R. M YES same as SAH697

IMPRINT SAME AS ABOVE

*Put in stamp place
"Place Stamp Here"*

COLOR DESCRIPTION

MAKE NIGHT SCENE

BE VERY CAREFUL- SUMMER FOLIAGE, GRAY BRIDGE, CLOUD EFFECT DO
NOT MAKE WATER A VIVID BLUE

SUBMIT: RET. PHOTO

B. L. & W. PROOF ☒

HANDCOL PROOF ☒

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.-

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

2012
712

6

AMERICAN ART POST CARD CO.,
BOSTON, MASS.

NO. 5A-H701 ✓

ORDER NO. 53006

DATE 4-12-1935

12M 500 ART COLOR TONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

FRONT NO. R. M

TITLE (IN FULL)

IMPRINT 1 NO
SAME AS ABOVE

TOP- LARGEST OPEN AIR SWIMMING
POOL ON THE ATLANTIC COAST.
BOT- THE J.C.B. SMITH MEMORIAL
SWIMMING POOL, SALEM, MASS.
SMALL TYPE RIGHT HAND CORNER-AMES-SKYWAYS INC.
COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

6
8

CUSTOMER
|
PHOTO PROPERTY OF C. T. & CO.
|
RETURN PHOTO
YES
NO

DIAL NO. 5A-H702 ORDER NO. 53025 DATE 4-11-35
CUSTOMER AMERICAN ART POST CARD CO.,
BOSTON, MASS.

6M POST CARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full
AERIAL VIEW OF PRESTON HOTEL, LODGES AND BEACH
BEACH BLUFF, MASS.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

HOTEL Cream gray, roof RED, BLINDS GREEN, TRIM
WHITE, BATH HSE, CREAM WHITE WITH GREEN DOORS
HOUSE AT LEFT REAR DULL RED, HOUSE AT EXTREME
LEFT CREAM GRAY, FLOWERS

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge, or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRASSERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD INCOLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

18.00

Y

VERY RUSH

W. E. AYRES,
1047 LIVINGSTON AVE.,
COLUMBUS, OHIO

NO. 5A-H703

ORDER NO. 53028

DATE 4-12-35

25^M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. ~~YES~~ No

TITLE (IN FULL)

IMPRINT

THE HEART OF COLUMBUS, OHIO

SAME AS ABOVE

COLOR DESCRIPTION

SEE ATTACHED COPY FOR INSTRUCTIONS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

DEADLINE

SAPIRSTEIN GREETING CARD COMPANY,
CLEVELAND, OHIO

NO. 5A-H704

ORDER NO. 53031

4-16-1935

DATE

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

Hand lettered
GREETINGS FROM
CLEVELAND, OHIO

Lower left corner - © C. T. & Co.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

2

R. M.

~~NO~~ YES

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT SKETCH TO CUSTOMER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

3

2

KE 1 1/2
A 1 1/2

32

SAPIRSTEIN GREETING CARD COMPANY,
CLEVELAND, OHIO

NO. 5A-H705 ✓

ORDER NO. 53032

DATE 4-16-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.	FRONT NO. <u>2</u> R. M. <u>NO</u>
TITLE (IN FULL) <u>LAKE AT WADE PARK</u> <u>SHOWING SEVERANCE HALL AND LAKESIDE</u> <u>HOSPITAL, CLEVELAND, OHIO</u> <u>PRIVATE NO. BEFORE TITLE- 16</u>	IMPRINT <u>SAME AS ABOVE</u>

COLOR DESCRIPTION

AT LEFT BLDG. LIGHT STONE. COPPER ROOF. GRAY STEPS. REAR BLDGS. ON
LEFT LIGHT GRAY & GRAY. GROUP OF RIGHT CENTER BLDGS. CREAM BRICK.
BROWN SASH. REAR TOWER IN RIGHT CENTER LIGHT GRAY. CHURCH ON RIGHT
GRAY STONE. GRAY WALK AROUND LAKE IN FOREGROUND. BROWN COMFORT
STATION IN RIGHT CENTER FOREGROUND ACROSS LAKE. SHOW WHITE SWAN
ON LAKE.

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	YES	RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.—	<input checked="" type="checkbox"/> CUSTOMER			

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

20 1/2
A9 3/4

W.J. HARRIS CO., INC.,
ST. AUGUSTINE, FLA.

NO. 5A-H706

ORDER NO. 53030

DATE 4-13-35

12 M500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

OLDEST HOUSE, ST. FRANCIS STREET,
ST. AUGUSTINE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

Card.
SEE ~~PHOTO~~ 106.95 FOR COLOR INSTRUCTIONS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

APR 23 1935

DEADLINE

6

Handwritten signature

*210 1 1/2
A 9 1/2*

W.J. HARRIS CO. INC.,
ST. AUGUSTINE, FLA.

NO. 5A-H707

ORDER NO. 53030

DATE 4-13-35

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL)

IMPRINT

OLD CITY GATES, ST. AUGUSTINE,
FLA.

SAME AS ABOVE

Photo 5B#677

COLOR DESCRIPTION

Card
SEE ~~M~~ PHOTO 24378 FOR COLOR INSTRUCTIONS

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER ☒

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1778 5-1-35

12
19

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL NO. 5A-H708

ORDER NO. 53039

DATE 4-13-35

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

CUSTOMER THE ALABAMA,
WINTER PARK, FLA.

6 M POST CARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

THE ALABAMA, WINTER PARK, FLORIDA

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

STYLE

Art Color tone Full face
PHOTO LITHO
(All of this on address side)

FRONT NO. 5
R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

SIZE WIDE HIGH SAME SIZE
SCREEN 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

NO

YES

RETURN PHOTO

Red 3 1/2
HC 1 1/2
A 9 1/2
C 1 1/2

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL NO. **3A-H709** ORDER NO. **53038** DATE **4-13-35**

CUSTOMER **AMHERST APARTMENTS**
ORLANDO, FLORIDA

6 M POST CARDS SIZE **3 1/2 x 5 1/2**

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full **LAKE VIEW OF AMHERST APARTMENTS,**
ORLANDO, FLORIDA

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE **ART COLORTONE FULL FACE**

(All of this on address side)

FRONT NO. **5** R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

No. 51 FRONT

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from — Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES
DUPLICATES — ZINC COLOR PLATES
LINE & HALFTONE COMB — COLOR PROCESS
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

ZINC ETCHINGS FROM — COPIES
DUPLICATES — COLOR PLATES
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

SIZE — WIDE — HIGH SAME SIZE
SCREEN 55 - 60 - 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LINK COPY - VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE - SPECIAL BORDER

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

2 lines

*Rel
H.C. 1/3
A. 9/4
C.*

NO

YES

RETURN PHOTO

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. XX 5A-H710 ORDER NO. 53038 DATE 4-13-35

CUSTOMER AMHERST APARTMENTS
ORLANDO, FLORIDA

6 M POST CARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full AMHERST APARTMENTS
ORLANDO, FLORIDA
(no address)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE FULL FACE

FRONT NO. 5
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

NO. ON FRONT

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from — Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. Screen 133
Transfer — Paper Process — New Process. Screen 150
Stripping — White Border — Full Face. Screen 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES
DUPLICATES — ZINC COLOR PLATES
LINE & HALFTONE COMB — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH SAME SIZE
SCREEN - 55 - 60 - 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM — COPIES
DUPLICATES — COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEAKERS
CUT TO PICAS (see size)

PROOFS

FLAT — GOOD — INCOLORS — SPECIAL STOCK
ELECTROTYPES EACH OF —
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO

2 lines

Life Stars

Ref 22
HE 1 1/2
A 9 1/2
C 1/2

2

76

2013
A8 3/4

2
X

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H711 ✓
ORDER NO. 53065
DATE 4-16-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) THE FOUNTAIN AT DEPEW
PARK, PEERSKILL, N. Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT (LEAVE SPACE BETWEEN TITLE &
PRIV. NO.) - 4

2041146
Photo in

COLOR DESCRIPTION

MAKE VERY COLORFUL PARK SCENE BACKGROUND. RETOUCH SWAN FOUNTAIN. SKY
BLUE WATER IN FOUNTAIN. DON'T SHOW OUTLET IN FOUNTAIN. FOUNTAIN
RUSTIC VARICOLOR ORNAMENTAL STONES DOUBLE CIRCLE RINF GRASS IN
FOREGROUND. ADD DAISIES, BUTTERCUPS AND A FEW WILD FLOWERS. FLOWERS
IN BUSHES IN BACKGROUND OF FOUNTAIN. IT IS IMPORTANT THAT YOU PICTURE
THE LAKE BACK TO SHOE LINE AND ADD COLOR & FLOWERS OPPOSITE SHORE
WHERE YOU CAN. TAKE OUT SCUM ON LAKE AT RIGHT. AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1935

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H712 ✓

ORDER NO. 53065

DATE 4-16-1935

12_M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) REX PEEKSKILL, N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M.

NO

IMPRINT SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT. (LEAVE SPACE BETWEEN TITLE &
PRIV. NO.) - 5

COLOR DESCRIPTION

ALTERNATE COLORS OF ALL BLDGS, & TRIM EACH BLDG. AUTUMN FOLIAGE ON
TREES. TOUCH UP ROAD. TAKE OUT FEW PEOPLE IN FOREGROUND IN ROAD.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. -

☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

photo in 2611146

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H713

ORDER NO. 53065

DATE 4-16-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL)

HIGH SCHOOL, PEEKSKILL,
N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO.

IMPRINT

SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT (LEAVE A SPACE BETWEEN TITLE
& PRIV. NO.) - 9

COLOR DESCRIPTION

MAKE NICE SUMMER SCENE. TAKE OUT CAR & SNOW WALK IN FRONT OF
BLDGS. & NICE LAWNS EACH SIDE OF ENTRANCE WITH LOW HEDGES AROUND
THE LAWNS. TO THE SIDEWALK. RETOUCH ROAD & SIDEWALKS. SMALL XM
BUSHES WITH LITTLE COLOR AT FOOT OF END BLDGS. EACH SIDE.
COLOR BRICKS AS 933-29 ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

111-111 UP

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H714

ORDER NO. 53065

DATE 4-15-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SOLDIERS' AND SAILORS'
MONUMENT, PEEKSKILL, N. Y.

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT (LEAVE A SPACE BETWEEN TITLE &
PRIV. NO.) - 2

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

photo in 2C 11146

COLOR DESCRIPTION

MAKE NICE SUMMER SCENE. THE TRIANGLE IS A PARK. SMALL BED FLOWERS
IN FRONT OF MONUMENT. NICE GREEN LAWN TRIANGLE IN BACK OF MONUMENT.
FOLIAGE ON TREES & PARTLY HIDING 2 OR 3 HOUSES BACK OF
MONUMENT. TAKE OUT BLACK SMOKESTACK ALONG SIDE OF MONUMENT.
RETOUCH ROAD & SIDEWALK. MONUMENT GRANITE BASE. CREAM CARVING STATUES.
MARBLE FRAMING AROUND LETTERS AND CAP STONE NEAR TOP.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

21

HEP
A-87

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H715

ORDER NO. 53065

DATE 4-16-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) DEPEW MONUMENT AT DEPEW
PARK, PEEKSKILL, N. Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT (LEAVE A SPACE BETWEEN TITLE &
PRIV. NO.)- 3

Photo in 2441146

COLOR DESCRIPTION

BRONZE STATUE, GRANITE PILLAR, MARBLE BASE. PARK SCENE, DAISIES, PANSIES & WILD FLOWERS IN GRASS. FLOWERS ON BUSHES, ALL ACROSS BACKGROUND NEAR BOTTOM OF TREES. IF YOU CAN, RETOUCH NAME ON STATUE - MITCHELL-DEPEW, COLOR STONE SEAT IN BACK OF BASE OF STATUE ANOTHER SHADE SO AS NOT TO CONFUSE WITH STATUE BASE. BEAUTIFUL AUTUMN FOLIAGE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TTP UP

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H716 ✓

ORDER NO. 53065

DATE 4-16-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) HIGH SCHOOL,
OSSINING, N. Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT. (LEAVE A SPACE BETWEEN TITLE
& PRIVATE NO.) - 21

COLOR DESCRIPTION

SEE 4A-H1002 FOR COLOR OF STONE, LIGHT CREAM TRIM, FANCY COLOR
STEEPLE, ORNAMENTED WINDOW SASHING ON SQUARE STEEPLE AT RIGHT.
DECORATE LAWN WITH A FEW BUSHES SOMEHOW TO TAKE AWAY PLAINNESS.
PUT IN WALKS AROUND BLDG. WIPE OUT CUSTOMER'S WALK RETOUCHINGS.
SPRING BUD FOLIAGE. TAKE OUT LARGE TREE IF YOU THINK IT BEST, SPRING
FOLIAGE ON TREES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

3

20 1/4
48 1/2

G.H. WICKMAN, MACKINAC ISLAND, MICH.
MADE IN U.S.A.

NO. 5A-H717 ✓

ORDER NO. 53060

DATE 4-16-1935

6M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) STEAMSHIP NORTH
AMERICAN

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

MAKE STEAMER SHOW UP OF GENEROUS SIZE - NOT LIKE OLD CARDS.
COLOR AS PER 103519 ATTACHED, STACKS SHOWING BUFF, RED AND BLACK

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

63

22

2012
49

G.H. WICKMAN, MACKINAC ISLAND,
MICH. MADE IN U.S.A.

NO. 5A-H718

ORDER NO. 53061

DATE 4-16-1935

12 M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) MAIN STREET, MACKINAC
ISLAND, MICH.

IMPRINT Same as above

in 13909

COLOR DESCRIPTION

COLOR AS 96675 ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. - NR CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

3

20 1 1/2
8 3/4

4

G. H. WICKMAN, MACKINAC ISLAND,
MICH. MADE IN U.S.A.

NO. 5A-H719

ORDER NO. 53061

DATE 4-16-1935

12 M 500 ART COLOR ONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) STATE AUTO FERRY DOCK,
ST. IGNACE, MICH.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

COLOR AS 3A107 ATTACHED. STRAIGHTEN OUT FLAGS.

modern cars

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

4-16-1935

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G.H. WICKMAN, MACKINAC ISLAND,
MICH. MADE IN U.S.A.

NO. 5A-H720 ✓

ORDER NO. 53061

DATE 4-16-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

TITLE (IN FULL) THE HARBOR AND CITY,
MACKINAC ISLAND, MICH.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

COLOR AS PER 72601 ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

NO. 5A-H721 ✓

ORDER NO.

53057

DATE 3-16-1935

W.J. HARRIS CO., INC.,
ST. AUGUSTINE, FLA.

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) WATCH TOWER, FORT
MARION, ST. AUGUSTINE, FLA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 115678

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HAND COL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 23

DEADLINE

get OK on
sheet

12

W. J. HARRIS CO., INC.,
ST. AUGUSTINE, FLA.

NO. 5A-H722

ORDER NO. 53057

DATE 4-16-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OLD SLAVE MARKET, ST.
XXXXXXXXXX AUGUSTINE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 21229

PHOTO 5B4692

Photo in 11040

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TEICH & CO.

DEADLINE

W.J. HARRIS CO., INC.,
ST. AUGUSTINE, FLA.

NO. 5A-H884 723

ORDER NO. 53057

4-16-1935

DATE

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE; UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) OLD CATHEDRAL, ST.
AUGUSTINE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 31510

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

get off an
on sheet
8
DEADLINE

280 1/2
A-10

32
X

W.J. HARRIS CO., INC.,
ST. AUGUSTINE, FLA.

NO. 5A-H724
ORDER NO. 53057
DATE 4-16-1935

12 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) HOTEL PONCE DE LEON,
ST. AUGUSTINE, FLA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. A-13522

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 419

DEADLINE

W.J. HARRIS CO., INC.,
ST. AUGUSTINE, FLA.

NO. 5A-H725

ORDER NO. 53057

4-16-1935

DATE

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) FOUNTAIN OF YOUTH AND
CROSS, 1513, ST. AUGUSTINE, FLA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 4A46.

Photo 5BH693

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

on hand
OK

201 1/2
A9

4
9 = 1/2
6 - 2 1/2

NO. 5A-H726

W. J. HARRIS CO., INC.,
ST. AUGUSTINE, FLA.

ORDER NO. 53057

4-16-1935

DATE

12_M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CHARLOTTE STREET, ST.
AUGUSTINE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 41221.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE END UP

DEADLINE

21 1/2
8

W. J. HARRIS CO., INC.,
ST. AUGUSTINE, FLA.

NO. 5A-H727

ORDER NO. 53057

4-16-1935

DATE

12 M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

TITLE (IN FULL) TOP- TREASURY STREET,
ST. AUGUSTINE, FLA.
BOT- NARROWEST IN U.S., 6 FEET,
1 INCH

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 31512

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

20-1/4
A 8 1/2

8-2
TUNE - 1

W. J. HARRIS CO., INC.,
ST. AUGUSTINE, FLA.

NO. 5A-H728

ORDER NO. 53057

DATE 4-16-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) THE ROMAN CATHOLIC
CATHEDRAL AND PLAZA ST.
AUGUSTINE, FLA.

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 13657.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

8

3

OK
A9

9

W. J. HARRIS CO., INC.,
ST. AUGUSTINE, FLA.

NO. 5A-H729

ORDER NO. 53057

DATE 4-16-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) GARDEN VIEW, OLDEST
SCHOOL HOUSE, ST. AUGUSTINE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. XMB YES

IMPRINT. SAME AS ABOVE

COLOR DESCRIPTION

REMOVE FLAG AND PHONE POLES. FLOWERS ALONG WALK ARE FLOX, OF ALL
COLORS. VINE ON MAIN BLDG. HAS FLOWERS, SEE CARD ATTACHED.
VINE ON KITCHEN HAS SMALL YELLOW FLOWERS, WORK SOME IN.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co.

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

4

Hel
1-9

5810

W.J. HARRIS CO., INC.,
ST. AUGUSTINE, FLA.

NO. 5A-H730

ORDER NO. 53057

DATE 4-16-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) FORT MARION, ST.
AUGUSTINE, FLA. 1672--1756.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE NEW PHOTO.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

12

78 1 1/2
A-9 3/4

2

E.D. WEST CO., SOUTH YARMOUTH,
CAPE COD, MASS.

NO. 5A H 731 ✓
ORDER NO. 48944
DATE 4-13-35

12^M 500 ART COLRT. NE POST CARDS WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 103 R. M. NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

BIRDSEYE VIEW OF THE NEW BOURNE
BRIDNXXOERTXXMRXXSPR BRIDGE
OVER THE CAPE COD CANAL
PRIVATE NO. BEFORE TITLE -157
AT BOTTOM '1' PHOTOGRAPH BY FRED S. HOWARD''

COLOR DESCRIPTION COPYRIGHTED

To Klfner 10-29-40

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 44

DEADLINE

8

RETURN PHOTO

ELECTROTYPES EACH OF
ON WOOD METAL.

PHOTO PROPERTY OF C. T. & CO. - CUSTOMER

DIAL NO. 5A-H733 ORDER NO. 53074 DATE 4-16-1935

CUSTOMER CRANBERRY CANNERS,
SOUTH HANSON, MASS.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12 1/2" M FC SIZE 3 1/2" x 5 1/2"

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper Lower, Center Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full PLANT NO. 4 OF CRANBERRY CANNERS, INC.
AT ONSET, MASSACHUSETTS, ON ROUTES 6 AND 28
TO CAPE COD.

FRONT NO. 5 (All of this on address side)
R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from. Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negative	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN 55 - 60 - 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negative	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
-------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO

Del 3 1/2
280 1 1/2
A-9 1/2
C. 14

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 5A-H734 ORDER NO. 53074

DATE 4-16-1935

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

CUSTOMER CRANBERRY CANNERS, INC.,
SOUTH HANSON, MASS.

12½" M FC SIZE 3½" x 5½"

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

A CAPE COD CRANBERRY PLANTATION

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation Screen 133
Transfer — Paper Process — New Process. Screen 150
Stripping — White Border — Full Face. Screen 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BRASSERS
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Rephoto
1150
47918

CUSTOMER
PHOTO PROPERTY OF C. T. & CO.
RETURN PHOTO
YES
NO

DIAL No. 5A-H735 ORDER NO. 53074 DATE 4-16-1935

CUSTOMER
CRANBERRY CANNERS, INC.,
SOUTH HANSON, MASS.

12 1/2 M PC SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full THE CRANBERRY BOTTLE, ONSET,
MASSACHUSETTS, ON ROUTES 6 AND 28 TO CAPE COD

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

MAKE A VERTICAL CARD SHOWING BOTTLE PROMINENTLY

COLOR DESCRIPTION

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, WHITE BORDER

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Inprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. Screen 133
Transfer — Paper Process — New Process. Screen 150
Stripping — White Border — Full Face. Screen 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB. COLOR PROCESS
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day
ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN 55 - 60 - 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (See Size)

PROOFS

FLAT GOOD INCOLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED
TO
PHOTO USED FOR

Rev 2 1/2
HC 1 1/4
A-9
C 1/4

Impression of Retouching on Bottle

CUSTOMER
—
C. T. & CO.
—
RETURN PHOTO
YES
NO

DIAL NO. ✓ 5A-H736 ORDER NO. 53074 DATE 4-16-1935

CUSTOMER
CRANBERRY CANNERS, INC.,
SOUTH HANSON, MASS.

12½ M FC SIZE 3½ x 5½

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full
REFRIGERATING PLANT OF CRANBERRY
CANNERS, INC., AT BARNSTABLE, MASSACHUSETTS

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE — LIKE COPY — VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEAKERS
CUT TO PICAS see size

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED
TO
PHOTO USED FOR

Rephoto 1
Art Photo
11.50

No long exposure
more 10-15 min
12.50

04-5-10

CUSTOMER
—
C. T. & CO.
—
NO
—
YES
—
RETURN PHOTO

DIAL NO. ☒ 5A-H737 ORDER NO. 53074 DATE 4-16-1935

CUSTOMER CRANBERRY CANNERS, INC.;
SOUTH HANSON, MASS.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12½ M PC SIZE 3½ x 5½

PLACE OF TITLE: Upper Lower, Center, Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full HARVESTING VINE RIPENED CAPE COD
CRANBERRIES.

STYLE ART COLORTONE WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. ☒ No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

☒ Submit Sketch — Layout ☒ Retouched Photo — Wash Drawing
Follow Layout

USE PHOTO NO. 123575

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. / 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES										ZINC ETCHINGS FROM COPIES									
DUPLICATES										DUPLICATES									
LINE & HALFTONE COMB										COLOR PLATES									
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color

SIZE — WIDE — HIGH SAME SIZE
SCREEN 55 - 60 85 100 - 110 120 133 150.

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE - SPECIAL BORDER

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see Size)

PROOFS

FLAT — GOOD — IN COLORS — SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

200 1 1/2
A9

DALLAS POST CARDS,
DALLAS, TEX

NO. 5A-H739

ORDER NO. 53104

DATE 4-16-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER,

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) THE MIRROR, HIGHLAND
PARK LAKE, DALLAS, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT D.P.C.

Private no upper left corner D-2

COLOR DESCRIPTION

USE PHOTO NO. A-149.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 111

12

2

HE 1/2
9 3/4

DALLAS POST CARDS,
DALLAS, TEX.

NO. 5A-H740

ORDER NO. 53104

4-17-1935

DATE

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

TOP- DALLAS POWER

IMPRINT D.P.C.

AND LIGHT COMPANY BUILDING, 19 STORIES
BOT- DALLAS, TEXAS

Private no upper left corner D-3

COLOR DESCRIPTION

USE PHOTO NO. 1A550

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

get PR on
this
when old photo
on sheet

3

780 1 1/2
A 100

22

DALLAS POST CARDS,
DALLAS, TEX.

NO. 5A-H741

ORDER NO. 53104

DATE 4-17-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) TOWER PETROLEUM
BUILDING, 22 STORIES, DALLAS, TEXAS

IMPRINT D.P.C.

Private no upper left corner - D-4

COLOR DESCRIPTION

USE PHOTO NO. 1A551. BLDG. LT. GREY. TOO MUCH GREEN ON
1A551. GREEN IS ONLY ON METAL WORK ABOVE AND BELOW WINDOWS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DALLAS POST CARDS,
DALLAS, TEX.

NO. 5A-H742

ORDER NO. 53104

DATE 4-17-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) BLUE BONNET, THE

STATE FLOWER OF TEXAS

(C) D.P.C.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT D.P.C.

Print no upper left corner D-1

COLOR DESCRIPTION

LEAVE OFF ARTIST'S NAME. BE SURE TO GET THE 'BLUE' LIKE COPY AND (VERY IMPORTANT) NOTE THAT THE TIP OF THE FLOWER FADES INTO TOUCH OF WHITE COLOR. FOR BACKGROUND OF FLOWER, MAKE LT. CREAM COLOR.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

The outline of the petals should show in the shape of a bonnet, also the flower is too dense and the petals do not extend down far enough on the stem. Carry flowers out as mark on proof, also note coloring.

RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. 5A-H743 ORDER NO. 53102 DATE 4-16-1935

CUSTOMER PAN AMERICAN AIRWAYS, INC.,
NEW YORK, N. Y.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6 M FC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE Upper, Lower, Center Border Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: PAN AMERICAN AIRWAYS 32 PASSENGER
"FLYING CLIPPER SHIP"

BOT: OFF TO SOUTH AMERICA FROM MIAMI

SMALL TYPE: PHOTO BY R.B.HOIT

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing
Follow Layout

BRING OUT ALL LETTERING ON PLANE.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative Line Halftone Combination. 120

Dry Wet Pancromatic Color Separation 133

Transfer Paper Process New Process. 150

Stripping White Border Full Face. 175

Blue Print Handcolor Black & White Proof. Titles Red, Blue.

COLOR DESCRIPTION

ALL VISIBLE PORTIONS OF PLANE ARE COLORED ALUMINUM,
EXCEPTING DECK AND UNDER PORTION OF HULL,
WHICH IS BLACK (AS INDICATED CLEARLY IN PHOTO)
UNDER PORTION OF PONTOON IS ALSO PAINTED BLACK.

LETTERING ON PLANE IS BLACK A 3" STRIPE SEPARATES
BLACK PORTION OF DECK AND HULL FROM ALUMINUM.

PINE TREES ALONG SHORE LINE. NICE CLOUDY SKY EFFECT.

RETURN PHOTO AS SOON AS POSSIBLE.

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BRASSERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

SIZE WIDE HIGH SAME SIZE

SCREEN 50 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

YES NO

RETURN PHOTO

DIAL No. 5A-H744 ORDER NO. 53102 DATE 4-16-1935

CUSTOMER PAN AMERICAN AIRWAYS, INC.,
NEW YORK, N. Y.DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: ALL ABOARD FOR SOUTH AMERICA!

ECT: GIANT 32 PASSENGER PAN AMERICAN FLYING
CLIPPER SHIP

SMALL TYPE: PHOTO BY R.B.HOIT

RETOUCHING DEPARTMENT

(Submit) — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

BRING OUT ALL LETTERING.

COLOR DESCRIPTION

ALL VISIBLE PORTIONS OF PLANT ALUMINUM COLOR *
EXCEPT NARROW RED STRIPE JUST ABOVE WATER LINE (BLACK
BOTTOM BARELY SHOWING). MOTORS SLIGHTLY VISIBLE
COWLING ARE BLACK. COWLING IS ALUMINUM. UNDER
SIDE OF PONTOON IS BLACK. LETTERING BLACK. THE
GANG PLANT CONNECTING LANDING STAGE TO PLANE IS
PAINTED ALUMINUM. MAKE NICE CLOUDY SKY EFFECT.
LANDING STAGE IS BATTLESHIP GREY

FRONT NO. 5

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negative

Extra Stripping

Strip To Size

Double Print

Reverse Position

Reverse Color

Ben Day

SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE

SQUARE LINE COPY VIGNETTE HIGHLIGHT

WITH LINE WITHOUT LINE SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negative

Extra Stripping

Strip To Size

Double Print

Reverse Position

Reverse Color

Ben Day

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD MORTISE ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH DEARIES

CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF

ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

NO. 5A-M745

SAPIRSTEIN GREETING CARD COMPANY,
CLEVELAND, OHIO

ORDER NO. 53151
DATE 4-18-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M.

YES

TITLE (IN FULL)

FINE ARTS GARDENS, SHOWING
CLEVELAND MUSEUM OF ART, CLEVELAND,
OHIO

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- 72

COLOR DESCRIPTION

REAR BLDG. WHITE MARBLE, STEPS & ALL, GREEN ROOF, LIGHT GRAY WALKS.
WHITE FIGURES IN CENTER, GREEN LAWN & SHRUBBERY, SHOW SPRINGTIME
FOLIAGE ON TREES. REMOVE PEOPLE ON WALK IN RIGHT FOREGROUND.
REMOVE BRANCHES TO THE LEFT AND SHOW MORE OF THE LAKE. TRY TO SHOW
AS MUCH AS POSSIBLE OF THE ART MUSEUM

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.

CUSTOMER

CURT TEICH & COMPANY INC., CHICAGO
PHOTO TICKET

TYPE SET MK

210 1 1/2
A9 1/2

3

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

NO. 5A-H746
ORDER NO. 53128
DATE 4-18-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. <u>2</u>	R. M. YES
TITLE (IN FULL) NIGHT-TIME AT LAKE JUNALUSKA, N. C., "IN THE LAND OF THE SKY"		IMPRINT SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE- 769			

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER ☒ X
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

7

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

NO. 5A-H747

ORDER NO. 53128

DATE 4-18-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LOOKING WEST ON LAKE

JUNALUSKA, N. C. EDUCATIONAL BUILDING
IN CENTER.
BOT- JUNALUSKA MOUNTAIN AND PLOTT'S
BALSAM IN BACKGROUND
PRIVATE NO. BEFORE TITLE - 768

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE SET

HC 1 1/2
A-8 3/4

1 1/2

ASHEVILLE POST CARD CO.,
ASHEVILLE, N. C.

NO. 5A-H748

ORDER NO. 52128

DATE 4-18-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. ~~25~~ 2 R. M. YES

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

AUDITORIUM, SOUTHERN
METHODIST ASSEMBLY GROUNDS, LAKE
JUNALUSKA, N. C.
PRIVATE NO. BEFORE TITLE- 767

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

Lake out oldest Autos

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF
CUSTOMER X

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

air
X

2/10/35
A-934

A. B. WYCKOFF,
STROUDSBURG, PA.

NO. 5A-H749
ORDER NO. 53127
DATE 4-18-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE	UPPER, LOWER, CENTER - BORDER.	FRONT NO.	1 R. M. NO
TITLE (IN FULL)	SWIMMING POOL, GLENWOOD	IMPRINT	SAME AS ABOVE
K HOTEL, DELAWARE WATER GAP, PA.			
PRIVATE NO. AFTER TITLE- 2			

COLOR DESCRIPTION

REMOVE TRELLIS ON END OF POOL, CUT PHOTO AS MARKED.

SUBMIT: RET. PHOTO	B. L. & W. PROOF	HANDCOL PROOF	RETURN PHOTO.	YES
PHOTO PROPERTY OF C. T. & CO.—	CUSTOMER X			
CURT TEICH & COMPANY, INC., CHICAGO				
PHOTO TICKET				

TYPE 341 H

200 1/2
A-912

A. B. WYCKOFF,
STROUDSBURG, PA.

NO. 5A-H750 ✓

ORDER NO. 53127

DATE 4-18-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) SWIMMING POOL, OAK

IMPRINT SAME AS ABOVE

GROVE HOUSE, E. STROUDSBURG, PA.

PRIVATE NO. AFTER TITLE- 1

COLOR DESCRIPTION

GENX CUT OFF AT BOTTOM AS MARKED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. YES

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

DEADLINE

80 1/2
A-10

31

NO. 5A-H751

SAPIRSTEIN GREETING CARD COMPANY,
CLEVELAND, OHIO

ORDER NO. 53119

DATE 4-18-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) BATHING BEACH ON
LAKE ERIE

IMPRINT SAME 9 ABOVE

PRIVATE NO. BEFORE TITLE- 73

COLOR DESCRIPTION

ORANGE, BLUE, RED & GREEN SUN SHADES. TAN SAND & CH. MAKE
WATER BLUE. IMPORTANT SUBJECT-DO GOOD COLOR

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

CUSTOMER — PHOTO PROPERTY OF C. T. & CO. — RETURN PHOTO YES NO

DIAL No. 5A-H752 ORDER NO. 57274 DATE 11-15-1935

CUSTOMER UNDERWOOD ELLIOTT FISHER COMPANY,
NEW YORK, N. Y.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

50 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

TOP: GIANT UNDERWOOD TYPEWRITER,

UNDERWOOD ELLIOTT FISHER EXHIBIT

BOT: 2307 BOARDWALK, AUDITORIUM BUILDING, ATLANTIC CITY, N. J.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE TISSUE ATTACHED.

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

5 120

Dry — Wet — Pancromatic — Color Separation

3 133

Transfer — Paper Process — New Process.

2 150

Stripping — White Border — Full Face.

2 175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

Photo ret
3/30/36

RUSH

Center cut

Lat 2 1/2
20 1/2
A. 9
C-3/4

10
6

7c 1 1/2
A 8 3/4

2

NO. 5A-H753

ORDER NO. 53109

DATE 4-20-1935

W. A. KUGLER,
SEBRING, FLA.

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) KENILWORTH GROUNDS

ENTRANCE ON KENILWORTH BLVD.,
SEBRING, FLA.

SMALL TYPE- PHOTO BY KUGLER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

BUSHES EACH SIDE OF WALK FRONT RED HIBISCUS. AT LEFT PURPLE
BOUGAINVILLE.

SUBMIT: RET. PHOTO B. L. & W. PROOF ☒ HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

RETURN PHOTO

VERY RUSTY

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 5A-H755 ORDER NO. 53164 DATE 4-20-1935

CUSTOMER

CHRISTY'S RESTAURANT,
BRANDYWINE SUMMIT, PA.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12½ M FC

SIZE 3½ x 5½

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

CHRISTY'S REATAURANT, BALTIMORE PIKE

U. S. NO. 1 AND 122

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

PRINT: Customer

T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles — Red, Blue.

120
133
150
175
Screen

COLOR DESCRIPTION

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETC DEPT. PAINT IN BACKGROUND SOLID

F PT OUTLINE OVAL CIRCLE
S VIGNETTE HIGHLIGHT
LINE SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

5.00

PHOTO PROPERTY OF C. T. & CO. CUSTOMER

RETURN PHOTO YES NO

DIAL NO. 5A-H756 ORDER NO. 53163 DATE 4-20-1935

CUSTOMER SPDKANE, PORTLAND & SEATTLE RY.,
PORTLAND, ORE.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12 1/2 M F SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: (Upper, Lower, Center, Border) — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full TOP: COLUMBIA RIVER AND MT. HOOD,
11225 FT.

BOT: FROM B BINGEN - WHITE SALMON, S.P. & S. RY.
(C) REEVES

RETOUCHING DEPARTMENT

(Submit) — Sketch — Layout — (Retouched Photo) — Wash Drawing
Follow Layout

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

STYLE ART COLORTONE, WHITE BORDER

FRONT NO. SPECIAL R. M. (Yes) No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer (C. T. Imprint) No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line Half-tone Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES										ZINC ETCHINGS FROM COPIES									
DUPLICATES										DUPLICATES									
LINE & HALFTONE COMB										COLOR PLATES									
Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day						
SIZE _____ WIDE _____ HIGH SAME SIZE _____																			
BLOCKING DEPT WOOD - MORTISE - ANCHOR SOLID METAL FLUSH TOP FLUSH BOTTOM FLUSH SIDES FLUSH ALL AROUND IMMOUNTED WITH BEARERS CUT TO PICAS (see size)																			
ETCHING DEPT PAINT IN BACKGROUND SOLID																			
FINISHING DEPT OUTLINE - OVAL - CIRCLE SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT WITH LINE - WITHOUT LINE - SPECIAL BORDER																			
PROOFS FLAT - GOOD - IN COLORS - SPECIAL STOCK ELECTROTYPES EACH OF ON WOOD METAL																			

PHOTO RETURNED

TO

PHOTO USED FOR

Art Work
2.50

Let 23
H 13
A 11
C 11

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-H757 ORDER NO. 53163 DATE 4-20-1935

CUSTOMER SPOKANE, PORTLAND & SEATTLE RY.,
PORTLAND, ORE.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12½ M FC SIZE 3½ x 5½

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: CLATSOP BEACH, PACIFIC OCEAN,
SEASIDE, ORE.

FRONT NO. SPECIAL (All of this on address side)
R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

BOT: REACHED FROM PORTLAND ALONG THE LOWER COLUMBIA
RIVER, S.P. & S. RY.

RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo — Wash Drawing

Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each — Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES

DUPLICATES — ZINC COLOR PLATES

LINE & HALFTONE COMB — COLOR PROCESS

Extra Negative	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

ZINC ETCHINGS FROM — COPIES

DUPLICATES — COLOR PLATES

Extra Negative	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE — WIDE — HIGH SAME SIZE

SCREEN — 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE — OVAL — CIRCLE
SQUARE — LIKE COPY — VIGNETTE — HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD — MORTISE — ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT — GOOD — IN COLORS — SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. 5A-H758 ORDER NO. 53163 DATE 4-20-1935

CUSTOMER SPOKANE, PORTLAND SEATTLE RY.,
PORTLAND, ORE.

12 1/2 M FC

SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full COLUMBIA RIVER, CASCADE RANGE ON THE
SPOKANE, PORTLAND AND SEATTLE RAILWAY (C) KISER

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE INSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. SPECIAL R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. Screen 133
Transfer — Paper Process — New Process. Screen 150
Stripping — White Border — Full Face. Screen 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	See Day

SIZE WIDE HIGH SAME SIZE
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL - CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	See Day

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH REARERS
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

201 1/4
483

2

HICKEY BROTHERS,
DAVENPORT, IA

NO. 5A-H759
ORDER NO. 53177
DATE 4-20-1935

121 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 1 R. M. NO

TITLE (IN FULL) SUN DIAL, ROCK ISLAND
ARSENAL

IMPRINT SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

USE PHOTO NO. 1A1813

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TILL 5:00 PM

2x1 1/2
A12

HICKEY BROTHERS,
DAVENPORT, IA.

NO. 5A-H760 ✓

ORDER NO. 53177

DATE 4-20-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) SECOND STREET

IMPRINT SAME AS ABOVE

LOOKING WEST, DAVENPORT, IOWA

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TEICH & CO. CHICAGO

9 1/2

Heck
A11

HICKEY BROTHERS,
DAVENPORT, IA.

NO. 5A-H761

ORDER NO. 53177

DATE 4-20-1935

22M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) BOOKING EAST ON SECOND

IMPRINT SAME AS ABOVE

STREET FROM MAIN STREET,
DAVENPORT, IOWA

2 blueprints

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TEICH & CO. CHICAGO

2

6 1/2

HC1
A7 3/4

HICKEY BROTHERS,
DAVENPORT, IA.

NO. 5A-H762

ORDER NO. 53177

DATE 4-20-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL)

IMPRINT

MASONIC TEMPLE,
DAVENPORT, IOWA

SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

(TYPE CLIP UP)

A12

5

HICKEY BROTHERS,
DAVENPORT, IA.

NO. 5A-H763

ORDER NO. 53177

DATE 4-20-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M NO

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

BIRD'S-EYE VIEW OF
DAVENPORT, IOWA SHOWING
BASEBALL FIELD IN FOREGROUND

2 blueprints

COLOR DESCRIPTION

*all yellow
faded
over*

Photo D3805

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO.
PHOTO TICKET

2x1 1/2
A1 1/2

3 1/2
X

HICKEY BROTHERS,
DAVENPORT, IA.

NO. 5A-H764 ✓

ORDER NO. 53177

DATE 4-20-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BIRD'S-EYE VIEW OF
DAVENPORT, IOWA SHOWING DAM AND
BRIDGE IN BACKGROUND

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 2-10

8

72

20012
A12

HICKEY BROTHERS,
DAVENPORT, IA.

NO. 5A-H765

ORDER NO. 53177

DATE 4-20-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) FIFTH AVENUE LOOKING
EAST, MOLINE, ILL.

IMPRINT SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE CURT TEICH CO.

2

8813
A 10

7

HICKEY BROTHERS,
DAVENPORT, IA,

NO. 5A-H766

ORDER NO. 53177

DATE 4-20-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MAIN STREET LOOKING
NORTH, DAVENPORT, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

2

9 1/2

200K
A970

To Aunt

HICKEY BROTHERS,
DAVENPORT, IA.

NO. 5A-H767✓
ORDER NO. 53177
DATE 4-20-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER	
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1 R. M. NO
TITLE (IN FULL) THIRD STREET LOOKING	IMPRINT SAME AS ABOVE
EAST, DAVENPORT, IOWA	

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — * CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Rush
third street

4 1/2

12 1/2
89

NO. 5A-1768 ✓

ORDER NO. 53178

DATE 4-20-1935

HICKEY BROS.,
DAVENPORT, IA.

12^M 500 LARGE FOLDER VIEWS, ART COLOR TONE, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. NONE R. M

TITLE (IN FULL) AMERICAN COMMERCIAL
AND SAVINGS BANK, DAVENPORT,
IOWA

IMPRINT

1

COLOR DESCRIPTION

USE PHOTO NO. 121852,

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

- 72

2012
1935

HICKEY BROS.,
DAVENPORT, IA.

NO. 5A-H769

ORDER NO. 53178

DATE 4-20-1935

12^M 500 LARGE FOLDER VIEWS, ART COLOR TONE, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL) HOTEL BLACKHAWK,
DAVENPORT, IOWA

IMPRINT
/

COLOR DESCRIPTION

USE PHOTO NO. 1A1816

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE

DEADLINE

2
3

30012
A84

HICKEY BROS.,
DAVENPORT, IA.

NO. 5A-H770

ORDER NO. 53070

DATE 4-20-1935

12^M 500 LARGE FOLDER VIEW, ART COLORTONE, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.
TITLE (IN FULL) LAGOON IN VANDERVEER
PARK, DAVENPORT, IOWA
FRONT NO. NONE R. M.
IMPRINT

COLOR DESCRIPTION

USE PHOTO NO. 1A1814

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

HICKEY BROS.,
DAVENPORT, IA.

NO. 5A-H771

ORDER NO. 53178

DATE 4-28-1935

12^M 500 LARGE FOLDER VIEWS, ART COLOR ONE, WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE) (ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. NONE R. M.

TITLE (IN FULL) MONKEY ISLAND IN
FEJEVARY PARK, DAVENPORT, IOWA

IMPRINT

COLOR DESCRIPTION USE PHOTO NO. 1A1812

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

NO 14
A12

DISTRIBUTED BY J. R. WILLIS,
BOX 665, ALBUQUERQUE, N. M.

NO. 5A-H773
ORDER NO. 53187
DATE 4-20-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) TOP- FAMOUS INDIAN
POTTERY MAKERS

IMPRINT SAME AS ABOVE

BOT- JULIAN AND MARIE MARTINEZ,
SAN ILDEFONSO, N. M.
(ETC. AS PER COPY)

PRIVATE NO. UPPER RIGHT CORNER- C-64

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

H C 1 1/2
A 9 1/2

rephoto 567
2 1/2

DISTRIBUTED BY J. R. WILLIS,
BOX 665, ALBUQUERQUE, N. M.

NO. 5A-H774

ORDER NO. 53188

DATE 4-20-1935

12 M500 ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) (ON FRONT)

IMPRINT SAME AS ABOVE

TITLE- C-34 QUAIN T MEXICAN
HOME OLD COLONIAL
SPANISH INFLUENCE

NO. ON FRONT

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

Large col. picture

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE CITY

Glenn

20 1 1/2
A 8 3/4

2 1/2
X

C. O. LINCOLN CO.,
EUREKA, CALIF.

NO. 5A-H775

ORDER NO. 53191

DATE 4-20-1935

123^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

YES

TITLE (IN FULL)

TOP-CENT
A NEVER-DYING
REDWOOD

IMPRINT

~~SAME AS ABOVE~~

none

80T CENT- REDWOOD HIGHWAY, CALIFORNIA

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

X
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THURSDAY

DEADLINE

1/2
X

Yellow

*20 1/2
18 1/4*

C.O. LINCOLN CO.,
EUREKA, CALIF.

NO. 5A-H776

ORDER NO. 53191

DATE 4-20-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

YES

TITLE (IN FULL)

IMPRINT

XXM NONE

TOP CENT- TOWERING
REDWOODS AT RICHARDSON'S GROVE
BOT CENT- REDWOOD HIGHWAY, CALIFORNIA

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & Co.—

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

Y
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

(TYPE S. 179)

DEADLINE

6

26 1/4
48 1/2

C. O. LINCOLN CO.,
EUREKA, CALIF.

NO. 5A-H777
ORDER NO. 53191
DATE 4-20-1935

1/2
X

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) TOP- CENT- "BOY
SCOUT TREE"

IMPRINT SAME NONE

BOT CENT- REDWOOD HIGHWAY, CALIFORNIA

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

12 M 500

12

2101 1/2
483 1/4

2
X

C.O. LINCOLN CO.,
EUREKA, CALIF.

NO. 5A-N778 ✓

ORDER NO. 53191

DATE 4-20-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)
PLACE OF TITLE UPPER, LOWER, CENTER BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)
FRONT NO. 1 R. M. YES

TITLE (IN FULL)
TOP CENT- A GROUP OF
GIANTS NEAR CRESCENT
CITY

IMPRINT
NONE

BOT CENT- REDWOOD HIGHWAY, CALIFORNIA

COLOR DESCRIPTION
SEE \$ISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

12

2019
483
484

C. O. LINCOLN CO.,
EUREKA, CALIF.

NO. 5A-H779

ORDER NO. 53191

4-20-1935

DATE

12 M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. ☒ YES

TITLE (IN FULL) TOP CENT- THE DEL NORTE

IMPRINT

NONE

WONDER TREE
BOT CENT- REDWOOD HIGHWAY, CALIFORNIA

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

C. O. LINCOLN CO.,
EUREKA, CALIF.

NO. 5A-H780

ORDER NO. 53191

DATE 4-20-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENT- GIANT

REDWOODS ALONG THE HIGHWAY

BOT CENT- REDWOOD HIGHWAY, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT NONE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

12

C. O. LINCOLN CO.,
EUREKA, CALIF.

NO. 5A-H781

ORDER NO. 53191

DATE 4-20-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL)

TOP CENT- A REDWOOD
BURIAL

BOT CENT- REDWOOD HIGHWAY,
CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT NONE

COLOR DESCRIPTION

SEE XXX TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

200 1/2
48 3/4

2

ROBBINS-TILLQUIST CO.,
SPOKANE, WASH.

NO. 5A-H782 ✓

ORDER NO. 57373

DATE 11-22-1935

12 M 500 ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AN IDAHO WINTER SCENE,
IN THE COEUR D'ALENE MOUNTAINS

BOT. SMALL TYPE - PHOTO BY
BARNARD'S STUDIO

PRIVATE NO. BEFORE TITLE-9902

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

IMPRINT

NO
SAME AS ABOVE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

X

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

20 1/2
19 1/4

E. A. BISHOP,
RACINE, WISCONSIN

NO. 5A-H783 ✓

ORDER NO. 53200

DATE 4-20-1935

12M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) HOTEL DAYTON, KENOSHA,
WISCONSIN

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- 572

COLOR DESCRIPTION

USE PHOTO NO. 106305. SEE NOTATIONS ON CARD
ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TEICH CUT UP

DEADLINE

3

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
RETURN PHOTO

DIAL NO. 5A-H784 ORDER NO. 53207 DATE 4-23-1935

CUSTOMER WASHINGTON PARK CEMETERY ASSN.,
INDIANAPOLIS, IND.

6 M FC SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

WASHINGTON PARK CEMETERY ASS'N., INC.
MAIN OFFICE INDIANAPOLIS, IND.
(ETC. AS PER LAYOUT)

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE ART COLORTONE, FULL FACE

(All of this on address side)

FRONT NO. 5 R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo

Negative — Line — Halftone — Combination. Screen 120
Dry — Wet — Pancromatic — Color Separation. Screen 133
Transfer — Paper Process — New Process. Screen 150
Stripping — White Border Full Face. Screen 175
Blue Print Handecolor Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB. COLOR PROCESS
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES
Extra Negatives
Extra Stripping
Strip To Size
Double Print
Reverse Position
Reverse Color
Ben Day

SIZE WIDE HIGH SAME SIZE
SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD INCOLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Del 2 1/2
200 1 1/4
A-5 3/4
C-3 1/4

5 1/2
H. W

2e 1 3/4
A 12 1/2

R. M. MARRINER,
LAGUNA BEACH, CALIFORNIA

NO. 5A-H785

ORDER NO. 53243

DATE 4-23-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) THE BEACH, LAGUNA

IMPRINT SAME AS ABOVE

BEACH, CALIFORNIA

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

6

3 1/2
H. W.

78c 1/2
A93

NO. 5A-H786

R. M. MARRINER,
LAGUNA BEACH, CALIFORNIA

ORDER NO. 53243

DATE 4-23-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) LAGUNA BEACH, CALIFORNIA
FROM TEMPLE HILLS

IMPRINT SAME AS ABOVE

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

6

3 1/2

rec'd
A94

R. M. MARRINER,
LAGUNA BEACH, CALIFORNIA

NO. 5A-H787

ORDER NO. 53243

DATE 4-23-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) HOMES ALONG THE SHORE,
LAGUNA BEACH, CALIFORNIA

IMPRINT SAME AS ABOVE

2 Blueprints

Photo in
top right

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

8

62

28 1 1/2
19 1/2

R. M. MARRINER,
LAGUNA BEACH, CALIFORNIA

NO. 5A-H788

ORDER NO. 53243

DATE 4-23-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) PATIO, HOTEL LAGUNA,
LAGUNA BEACH, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

2 Blueprints

COLOR DESCRIPTION

SEE TISSIE ATTACHED.

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — * CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE OUT-IP

DEADLINE

0

5
H.W.

20134
A12 1/2

R. M. MARRINER,
LAGUNA BEACH, CALIFORNIA

NO. 5A-H789

ORDER NO. 53243

DATE 4-23-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) RESIDENTIAL PART OF
LAGUNA BEACH, CALIFORNIA

IMPRINT SAME AS ABOVE

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 4-23-35

DEADLINE

6

R. M. MARRINER,
LAGUNA BEACH, CALIFORNIA

NO. 5A-M790 ✓

ORDER NO. 53243

DATE 4-25-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) ABALONE POINT, COAST

IMPRINT SAME AS ABOVE

HIGHWAY, NORTH APPROACH TO
LAGUNA BEACH, CALIFORNIA

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

NE 134
192

R. M. MARRINER,
LAGUNA BEACH, CALIFORNIA

NO. 5A-4791

ORDER NO. 53245

DATE 4-23-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

YES

TITLE (IN FULL) EMERALD BAY, LAGUNA
BEACH, CALIFORNIA

IMPRINT

SAME AS ABOVE

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET 10

DEADLINE

8

200 1/2
A9

R. M. MARRINER,
LAGUNA BEACH, CALIFORNIA

NO. 5A-H792
ORDER NO. 53243
DATE 4-23-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE	UPPER, LOWER, CENTER - BORDER.	FRONT NO.	R. M. YES
TITLE (IN FULL) EMERALD BAY, LAGUNA BEACH, CALIFORNIA		IMPRINT SAME AS ABOVE	

2 Blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
RETURN PHOTO
YES
NO

DIAL NO. 5 A-H793 ORDER NO. 53220 DATE 4-22-1935

CUSTOMER PHILADELPHIA BADGE CO.,
PHILADELPHIA, PA.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6 M PC SIZE $3\frac{1}{2} \times 5\frac{1}{2}$

PLACE OF TITLE: Upper, Lower, Center—Border Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

MODERN EMBLEM RINGS (ETC. AS PER COPY)

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE LAYOUT AND NSTRUCTIONS ATTACHED.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. NONE R. M. Yes No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

SCREEN - 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRASSERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED
TO
PHOTO USED FOR

VERY RUSH

arr 6/11/35

22

S. S. KRESGE CO.,
AURORA, ILL.

NO. 5A-H794

ORDER NO. 53240

4-23-1935

DATE

6M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL) ENTRANCE TO MOOSEHEART
NEAR AURORA, ILL.

IMPRINT

NONE

COLOR DESCRIPTION

3-11-35 28

SUBMIT: RET. PHOTO

B. I. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

8

21B 1 1/2
A12 1/2

7

S. S. KRESGE CO.,
AURORA, ILL.

NO. 5A-H795 ✓

ORDER NO. 53240

DATE 4-23-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) MAIN STREET LOOKING

IMPRINT NONE

WEST, AURORA, ILL.

COLOR DESCRIPTION

RIGHT- 1 GREEN BOTTOM, RED BLDG. 2 BUFF 3 BUFF 4 RED 5 BROWN.
6 AURORA HOTEL RED. LEFT- 1 DORTY YELLOW. 2 GRAY 3 TAN. 4 YELLOW.
5 WHITE, GREEN ROOF. 6 BUFF, RED & YELLOW TRIM. TOP DOME YELLOW.
7 HOTEL LELAND RED.

Model 100

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

2

8212
A9

S. S. KRESGE CO.,
AURORA, ILL.

NO. 5A-H796 ✓

ORDER NO. 53240

DATE 4-23-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL) MEMORIAL BRIDGE AND DAM,
AURORA, ILL.

IMPRINT NONE

COLOR DESCRIPTION

WHITE BRIDGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

(THE SET UP)

DEADLINE

5

2013
19

S. S. KRESGE CO.,
AURORA, ILL.

NO. 5A-H797

ORDER NO. 53240

DATE 4-23-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) AURORA AND LELAND HOTELS,
AURORA, ILL.

IMPRINT

NONE

COLOR DESCRIPTION

BOTH BLDGS. RED WITH BUFF TRIM.

modern cars

SUBMIT: RET. PHOTO

B. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

W.B.M.
A8³/₄

6 1/2

S. S. KRESGE CO.,
AURORA, ILL.

NO. 5A-H798
ORDER NO. 53240
DATE 4-23-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE	UPPER, LOWER, CENTER - BORDER.	FRONT NO.	1
TITLE (IN FULL)	MEMORIAL BRIDGE ACROSS	R. M.	NO
	FOX RIVER, AURORA, ILL.	IMPRINT	NONE

COLOR DESCRIPTION

WHITE BRIDGE.

modern cars

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.— ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

5

HEB
A8 3/4

3

S. S. KRESGE CO.,
AURORA, ILL.

NO. 5A-H799

ORDER NO. 53240

DATE 4-23-1935

6M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) FLOWER BEDS IN PHILLIPS

IMPRINT NONE

PARK, AURORA, ILL.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

APR 24 1935
CHICAGO

6

2012
A83

S. S. KRESGE CO.,
AURORA, ILL.

NO. 5A-H800

ORDER NO. 53240

DATE 4-23-1935

6 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO.

R. M

NO

TITLE (IN FULL)

LAGOON IN PHILLIPS
PARK, AURORA, ILL.

IMPRINT

NONE

COLOR DESCRIPTION

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

DEADLINE

200 1/2
A8 3/4

S. S. KRESGE CO.,
AURORA, ILL.

NO. 5A-H801

ORDER NO. 53240
DATE 4-23-1935

6M ART COLORTONE POST CARDS, WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) MOOSE LAKE AND DAM,
MOOSEHEART NEAR AURORA, ILL.

IMPRINT NONE

COLOR DESCRIPTION

Take out figures

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE 27 87

DEADLINE

7

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A H802 ORDER NO. 53249 DATE 4-23-1935

CUSTOMER FAR EAST RESTAURANT,
NEW YORK, N. Y.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

25 M FC GROUP (2) SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full FAR EAST RESTAURANT

(ETC. AS PER COPY)

TOP - TEL. CI-7-1010 FAR EAST RESTAURANT - TEL. CI-7-1010

BOT. 10 COLUMBUS CIRCLE - CORNER 59TH ST. AND BROADWAY, NEW YORK

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation. 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH, SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE - OVAL - CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL - FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES - FLUSH ALL AROUND
UNMOUNTED WITH BRASSERS
CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

RETURN PHOTO YES NO

Ret 8
H.C. 13/4
A-12 3/4
C. 1/2

Ret. 7/24/35
11.50

Engraving
10 per
piece

2

W. only

*Ret. 9
L.O. 1
H.C. 1 1/2
L.A. 11*

*Following 1 1/2
7 — 7 1/2*

CUSTOMER — PHOTO PROPERTY OF C. T. & CO. — RETURN PHOTO YES NO

DIAL NO. 5A-H803

ORDER NO. 53248

DATE 4-23-1935

CUSTOMER THE SHOREHAM,
WASHINGTON, D. C.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

12 1/2 M PC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE TERRACE AT THE SHOREHAM

Hand lettered

FRONT NO. 5

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE SKETCH ATTACHED. NOT PENCILED MARKS
WHICH SHOW WHERE WE ARE TO PUT IN PEOPLE.

COLOR DESCRIPTION

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each — Size 5x7 — 8x10 — 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge — or without hinge — Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination. 120

Dry — Wet — Pancromatic — Color Separation. 133

Transfer — Paper Process — New Process. 150

Stripping — White Border — Full Face. 175

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH, SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD MORTISE ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRASSERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. W. as per order

X

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
RETURN PHOTO
YES
NO

DIAL No. ☒ 5A-H804 ORDER NO. 53247 DATE 4-23-1935

CUSTOMER HOTEL GOOD,
MIAMI BEACH, FLA.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

25 M FC SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP: HOTEL GOOD, 43RD ST. AT COLLINS AVE
MIAMI BEACH, FLORIDA

BOT: ON THE OCEAN

FRONT NO. 5

R. M. to cover part of Mess. Spacc, entire Mess. Spacc, entire Front

Trade Mark Yes No

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles Red, Blue.

Screen
120
133
150
175

COLOR DESCRIPTION

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE

SCREEN 55 - 60 - 85 - 100 - 110 - 120 - 133 - 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE - OVAL - CIRCLE

SQUARE - LIKE COPY - VIGNETTE - HIGHLIGHT

WITH LINE - WITHOUT LINE - SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH DEAKERS

CUT TO PICAS (see size)

PROOFS

FLAT - GOOD - IN COLORS - SPECIAL STOCK

ELECTROTYPES EACH OF

ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

3 1/2

Hel 1 1/4
A7 3/4

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H806

ORDER NO. 53253

DATE 4-26-1935

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

YES

TITLE (IN FULL)

MARTINEZ-BENICIA
BRIDGE, SUISUN BAY, CALIFORNIA

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

20 1/2
A10 1/2

3

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H807

ORDER NO. 53252

DATE 4-26-1935

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) MOUNT LASSEN IN
ERUPTION, MOUNT LASSEN NATIONAL
PARK, CALIFORNIA

IMPRINT SAME AS ABOVE

SMALL TYPE- (C) CHESTER MUDLEN.

COLOR DESCRIPTION

USE PHOTO NO. 93598

REMOVE SOME OF THE ARTIFICIAL APPEARANCE AT CONE OF MOUNTAIN.

SUBMIT: RET. PHOTO B. L. & W. PROOF
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

8

HC 1 1/2
A9 3/4

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H805

ORDER NO. 53264

DATE 4-25-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M NO

TITLE (IN FULL) SING SING PRISON,

IMPRINT SAME AS ABOVE

ROSSING, N. Y. *IN BACKGROUND*
(C) ACME NEWSPICTURES, INC., NEW YORK, N.Y.
PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT (LEAVE SPACE BETWEEN PRIV. NO.
& TITLE) - 8

COLOR DESCRIPTION

BLDGS. VARIOUS COLORS. SOME WHITE, DARKER ROOF., SOME GREY WITH RED
ROOF. SOME CREAM WITH TERRA COTTA ROOF AND SOME RED BRICK BLDGS.
LIGHTEN THE RIVER TO SKY BLUE. RETOUCH MOUNTAINS IN DISTANCE. NOTE-
WHITE BAND IN PHOTO AROUND BLDG. IS GUARD WALL. DARK CREAM OF LT.
BUFF COLOR. SPACE WITH LITTLE RED GUARD HOUSES ON TOP OF WALL. ADD
A FEW MORE DOTS FOR HOUSES SHOWING IN CITY IN DISTANCE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

2013
49 1/2

2
H W

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H808

ORDER NO. 53252

DATE 4-26-1935

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

RIVER
1 TITLE (IN FULL) CASTLE CRAGS IN THE SACRAMENTO CANYON, CALIFORNIA

PRINT SAME AS ABOVE

COLOR DESCRIPTION

~~TAKE OUT LETTERING.~~

Do not get too much yellow or purple on rocks. Rocks are a tan or gray granite - are the feature of the photo. See back of photo

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. - CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

7

281 1/2
A10

3
H 100

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H809

ORDER NO. 53253

DATE 4-26-1935

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 1

R. M.

YES

TITLE (IN FULL) SACRAMENTO RIVER AND
MOUNT SHASTA FROM CASTELLA, CALIFORNIA

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

91837
USE PHOTO NO. 55880.

SUBMIT: RET. PHOTO B. L. & W. PROOF
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TEICH & CO.

6

see 1 1/2
A9 3/4

2 1/2

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H810

ORDER NO. 53253

DATE 4-26-1935

5 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) MT. SHASTA, CALIFORNIA.

IMPRINT SAME AS ABOVE

ELEVATION 14,161 FT.

COLOR DESCRIPTION

TAKE OUT LETTERING See back of photo

Large photo

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER X RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

10

2c 1 1/2
A9 1/4

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-HB11

ORDER NO. 53253

DATE 4-26-1935

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) CANTARA LOOP.

IMPRINT SAME AS ABOVE

EIGHTEENTH CROSSING, SACRAMENTO
RIVER, CALIFORNIA

COLOR DESCRIPTION

USE PHOTO NO. 55879. THIS IS A VERY IMPORTANT VIEW. OUR
55879 LOOKS LIKE MINIATURE LIKE A TOY RAILROAD. WORK THIS OVER SO
TREES AND MOUNTAINS WILL LOOK MORE NATURAL. TRAINS ALSO LOOK LIKE
X TOYS. MAKE THEM LOOK NATURAL.

SUBMIT: RET. PHOTO
PHOTO PROPERTY OF C. T. & CO.—

B. L. & W. PROOF
CUSTOMER

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

177 023 14

20 1/2
A 8 3/4

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H812

ORDER NO. 53253

DATE 4-26-1935

6M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. YES

TITLE (IN FULL) MOSSBRAE FALLS AT SHASTA
SPRINGS, CALIFORNIA

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEEK TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

HC 1 1/2
A9

1 1/2

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H813 ✓

ORDER NO. 53253

DATE 4-26-1935

6M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) BLACK BUTTE FROM
SUN FISH LAKE, CALIFORNIA

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 55890. THE BUTTE LOOKS MORE LIKE ASHES, A
LITTLE DARKER THAN WHAT WE HAVE WITH SOME DARK GREEN PINES ON THE
SLOPES.

Houses out

Missing

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. —

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE SET LI

200 1 1/2
A 9 3/4

5
11/10

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H814

ORDER NO. 53253

4-26-1935

DATE

6M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) LOOP TUNNELS 14 AND
15 IN SISKIYOU MOUNTAINS, OREGON

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 55867. THIS VIEW LOOKS VERY ARTIFICIAL, WORK
OVER THE TREES (PINE) TO LOOK MORE NATURAL. THE LITTLE WARM COLOR
ON THE LOW GROWTH IN FOREGROUND IS O.K. MAKE TRAINS LOOK LIKE
TRAINS. ALSO THE TRACK LOOKS UNNATURAL, PROBABLY TOO STRONGLY
OUTLINED.

SUBMIT: RET. PHOTO Handcolor B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1935 SET 14

8

25

201 1/2
A10

THE SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H815

ORDER NO. 53253

DATE 4-26-1935

6M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

YES

TITLE (IN FULL)

ODELL LAKE ON THE
CASCADE LINE

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — / CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE OUT OF

7

2c 1 1/2
A10 1/2

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H816

ORDER NO. 53253

DATE 4-26-1935

6^M PHOTO COLOR IT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

YES

TITLE (IN FULL)

CRESCENT LAKE IN
WINTER

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1935 APR 27

2
PW

2C1 1/2
A9 1/4

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H817
ORDER NO. 53253
DATE 4-25-1935

6M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) CHAIN OF LAKES, ON
THE CASCADE LINE

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF YES HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TEICH & CO. CHICAGO

7

2012
A9

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H818

ORDER NO. 53253

DATE 4-26-1935

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) MONTEITH ROCK

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

APR 26 1935

201 1/2
A-94

3
H-4

NO. 5A-M819 ✓

ORDER NO. 53255

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO,

DATE 4-26-1935

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

YES

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

~~COW CREEK CANYON,~~
~~OREGON~~

KLAMATH LAKE, OREGON

COLOR DESCRIPTION

USE PHOTO NO. 55886

Murray

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co.—

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TEICH & CO. CHICAGO

8

28C 1 1/2
A 9 3/4

2

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H820
ORDER NO. 53253
DATE 4-26-1935

6M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) WIZARD ISLAND, CRATER
LAKE, OREGON

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 497-29. TOO MUCH YELLOW ON DISTANT
SLOPES. DARKER GREENS ON TREES ON ISLAND.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE END OF THE LINE

7

280 1 1/2
A10

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-HB23

ORDER NO. 53253

DATE 4-26-1935

6M X PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

THE GOLD FIELDS OF
'49 AT DUTCH FLAT, CALIFORNIA

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 93348. IMPROVE COLORING.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

2015
49 1/2

1 1/2
11 W

NO. 5A-H824 ✓

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

ORDER NO. 53253

DATE 4-26-1935

6M PHOTO COLORIT POST CARDS, WHITE BORDER.

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) THE AMERICAN RIVER

IMPRINT SAME AS ABOVE

CANYON, CALIFORNIA

COLOR DESCRIPTION

USE PHOTO NO. 93349. IMPROVE THIS SCENE. THIS IS A VERY
DEEP GORGE, WITH PINE TREES ON SIDE WALLS OF CANYON. ROCK SHALE
ON SIDE. DO NOT GET SO MUCH RED IN THE FAR DISTANT MOUNTAINS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

(TYPE SET UP

200 1/2
A9

2 1/2
H N

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H825
ORDER NO. 53253
DATE 4-26-1935

6M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) OBSERVATION PLATFORM
AT AMERICAN, CALIFORNIA

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 96156.

SUBMIT: RET. PHOTO B. L. & W. PROOF
PHOTO PROPERTY OF C. T. & CO. CUSTOMER X

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

8

2

201 1/2
A9 3/4

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H826 ✓

ORDER NO. 53253

DATE 4-25-1935

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

DONNER LAKE, CALIFORNIA

IMPRINT

SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. X741 74263. IMPROVE COLORING ON THIS CARD.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.

CUSTOMER NO

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE 121 UP

HC 1/2
A 10

22
11-80

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H827

ORDER NO. 53253

DATE 4-26-1935

6M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

XXXXXXXXXXXXX EMERALD
BAY AND LAKE XXXXXXXXX TAHOE,
CALIFORNIA

SMALL TYPE- TAVERN STUD IO PHOTO,
LAKE TAHOE, CALIF.

COLOR DESCRIPTION

USE PHOTO NO. 82512. IMPROVE COLORING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

CUSTOMER

X

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

24C 1/2
A10

3
H W

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H828
ORDER NO. 53253
DATE 4-26-1935

6M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) TRUCKEE RIVER, CALIFORNIA

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

6

MC 1 1/2
A-10 1/2

34
H W

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H829

ORDER NO. 53253

DATE 4-26-1935

6^M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) RUBY RANGE, NEVADA

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

11

6

HC 1 1/2
A93

22

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H830

ORDER NO. 53253

DATE 4-26-1935

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) PALISADE CANYON,
NEVADA

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

PHOTO TO
Encl
1.29.45

6

HC 1 1/2
A 9 3/4

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H832

ORDER NO. 53253
4-26-1935

DATE

6M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CROSSING GREAT SALT
LAKE, UTAH

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO.— CUSTOMER X

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

20 1/2
A10

rephoto

4
HWP

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO, ~~CALIF.~~

NO. 5A-H833
ORDER NO. 53253
DATE 4-26-1935

6M PHOTO COLORIT POST CARDS, WHITE BORDER

<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE: UPPER, <u>LOWER</u> , CENTER - BORDER.		FRONT NO. 1	R. M. YES
TITLE (IN FULL) UNION DEPOT, OGDEN, UTAH		IMPRINT SAME AS ABOVE	

COLOR DESCRIPTION
USE PHOTO NO. 103261. THIS VIEW CAN BE GREATLY IMPROVED. HAVE
COACHED A DARKER OLIVE GREEN AND LOCO BLACK. SEE IF DETAIL IN
MOUNTAINS CANNOT BE BROUGHT OUT BETTER.

SUBMIT: RET. PHOTO B. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER
CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

XC 1/2
A9

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H834

ORDER NO. 53253

4-26-1935

DATE

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) DRIVING THE LAST

SPIKE, PROMONTORY POINT, UTAH

MAY 10, 1869

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

DIAL NO. 5A-H835 ORDER NO. 53298 DATE 4-25-1935

CUSTOMER WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

6 M PC SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full MAUSOLEUM ENTRANCE, HOME OF PEACE
CEMETERY, LOS ANGELES, CALIFORNIA

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. Y No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO

NEG. NO.

Rephoto
Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination.
Dry — Wet — Panromatic — Color Separation
Transfer — Paper Process — New Process.
Stripping — White Border — Full Face.
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES
DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE
SCREEN 55 - 60 85 - 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY - VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE - SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP - FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BRASSERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 6
H C 1 3/4
L A 12 1/2

Art Work
in photo
Repro
Tone

2

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

DIAL NO. 5A-H836 ORDER NO. 53298 DATE 4-25-1935

CUSTOMER WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

6 M PG SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full VIEW OF CHAPEL FROM ENTRANCE OF
MAUSOLEUM, HOME OF PEACE CEMETERY, LOS ANGELES,
CALIFORNIA

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

2
Photos for
this Customer

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. 1 (No)
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination. 120
Dry — Wet — Pancromatic — Color Separation 133
Transfer — Paper Process — New Process. 150
Stripping — White Border — Full Face. 175
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES ZINC ETCHINGS FROM COPIES

DUPLICATES ZINC COLOR PLATES DUPLICATES COLOR PLATES

LINE & HALFTONE COMB. COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day	Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day

SIZE — WIDE — HIGH SAME SIZE —

SCREEN — 55 — 60 — 85 — 100 — 110 — 120 — 133 — 150

ETCHING DEPT. PAINT IN BACK, GROUND SOLID

FINISHING DEPT. OUTLINE OVAL — CIRCLE
SQUARE — LIKE COPY — VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE — SPECIAL BORDER

SIZE — WIDE — HIGH SAME SIZE —

BLOCKING DEPT. WOOD — MORTISE — ANCHOR
SOLID METAL — FLUSH TOP — FLUSH BOTTOM
FLUSH SIDES — FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT — GOOD — INCOLORS — SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

DIAL NO. 5A-H837

ORDER NO. 53302

DATE

4-25-1935

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

CUSTOMER

ST. FRANCIS HOTEL,
ST. PAUL, MINN.

25 M PC

SIZE $3\frac{1}{2} \times 5\frac{1}{2}$

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

SEE INSTRUCTIONS

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.Screen
120
133
150
175

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM — COPIES

DUPLICATES — ZINC COLOR PLATES

LINE & HALFTONE COMB — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM — COPIES

DUPLICATES — COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE — WIDE — HIGH, SAME SIZE —

BLOCKING DEPT WOOD - MORTISE - ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

UNMOUNTED WITH HEARERS

CUT TO PICAS (see size)

PROOFS

FLAT — GOOD — INCOLORS — SPECIAL STOCK

ELECTROTYPES EACH OF —

ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H821

ORDER NO. 53253

DATE 4-26-1935

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) WATERFALLS, OREGON
CITY

IMPRINT SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

USE ~~PHOTO NO.~~ new photo

SUBMIT: RET. PHOTO - B. L. & W. PROOF - HANDCOL PROOF - RETURN PHOTO. yes

PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

Type set up

8

2e1 1/2
A83 1/4

2 1/2
11/4

SOUTHERN PACIFIC COMPANY,
SAN FRANCISCO

NO. 5A-H822

ORDER NO. 53253

DATE 4-26-1935

6^M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) STATE CAPITOL,
SACRAMENTO, CALIFORNIA

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

9302

USE PHOTO NO. 51936

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

8

CUSTOMER
—
PHOTO PROPERTY OF C. T. & CO.
—
RETURN PHOTO

DIAL NO. 5A-H838

ORDER NO. 53302

DATE

4-25-1935

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

2
Photos for
this Customer

CUSTOMER

ST. FRANCIS HOTEL,
ST. PAUL, MINN.

25 M

PC

GROUP (2)

SIZE $3\frac{1}{2} \times 5\frac{1}{2}$

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing

Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles — Red, Blue.

Screen
120
133
150
175

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE WIDE HIGH, SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH DRAWERS
CUT TO PICAS (see size)

SIZE WIDE HIGH SAME SIZE
SCREEN 55 - 60 - 85 - 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE - WITHOUT LINE SPECIAL BORDER

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

DEADLINE

200 1/4
A8 1/2

3

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H839 ✓

ORDER NO. 53337x

DATE 4-26-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) SACRED HEART CATHEDRAL,
NEWARK, N. J.

IMPRINT SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT (LEAVE A SPACE BETWEEN TITLE
& PRIVATE NO.)- 17

COLOR DESCRIPTION

GREY STONE MIXED WITH TAN BLOCKS. ORNAMENTED CROSSES & CARVINGS
ON ROOF. ~~REXX~~ FANCY COLOR CIRCULAR WINDOW. TOUCH OF FLOWERS
ON BUSHES. MAKE NICE LAWN. TAKE OUT ASH CAN. SPRING FOLIAGE ON
TREES.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1 TYPE SET 40

20 1/2
A 8 1/2

62

D. 9958

THE RUBEN PUBLISHING CO., NEWBURGH, N. Y.		NO. 5A-H840 ✓
		ORDER NO. 53337
		DATE 4-26-1935
12M 500 ART COLORTONE POST CARDS, WHITE BORDER		
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE <u>UPPER</u> , LOWER, CENTER - BORDER.	FRONT NO. 2	R. M. NO
TITLE (IN FULL) U. S. POST OFFICE AND COURT HOUSE, NEWARK, N. J.	IMPRINT SAME AS ABOVE	
PRIVATE NO. AFTER TITLE AT EXTREME RIGHT (LEAVE A SPACE BETWEEN TITLE & PRIVATE NO.) - 15		
COLOR DESCRIPTION		
GRAY STONE, DARK CREAM TRIM. CREAM CORNICE, ENTRANCE, WINDOW CASING & ORNAMENTAL STORE. FLAG ^{on} FLAG ^{take out} POLE, AT LEAST 2 OR 3 AUTOS AT LEFT AND ALL IN CENTER & RIGHT HALF.		
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & Co. — <input checked="" type="checkbox"/> CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO PHOTO TICKET		

2

20. 1 1/4
A-7 3/4

3 1/2

NO. 5A-H841

ORDER NO. 53337

DATE 4-26-1935

THE RUBEN PUBLISHING CO.,
NEWBURGH, N.Y.

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NEW PENNSYLVANIA R.R.

STATION, NEWARK, N. J.

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT (LEAVE A SPACE BETWEEN TITLE
& PRIVATE NO.) - 16

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

WHITE BLDG., MARBLE BASE. POLYCHROME ENTRANCE & STONE CARVING.
PUT FLAG ON POLE. TAKE OUT CARS IN FOREGROUND. TRIM LOT WITH GRASS
IN FOREGROUND - WILL BE A PARK. TAKE OUT OBSTRUCTION IN FRONT AT
RIGHT. CLEAN AWAY UNFINISHED BLDG. MATERIAL. ROOF OVER DOORWAYS
BLACK & STEEL. WINDOW SASHES SILVER STEEL.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO:

PHOTO PROPERTY OF C. T. & Co. - ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

5
3

20214
A13

Exposed 13
4-26-35

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H842

ORDER NO. 53343

4-26-1935

DATE

GROUP (3)

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) THE LIBRARIES OF THE
ORANGES

IMPRINT SAME AS ABOVE

SUB TITLES- ORANGE, N. J. LIBRARY
SOUTH ORANGE, N. J. LIBRARY
EAST ORANGE, N. J. LIBRARY

PRIVATE NO. AFTER TITLE AT EXTREME RIGHT,
LEAVE A SPACE BETWEEN TITLE & PRIV. NO.: 3

COLOR DESCRIPTION

SEE LAYOUT ATTACHED. FOLIAGE ON TREES.

SO. ORANGE- BLDG. LT. TAN BRICK, RED ROOF & GREEN TRIM, GRAY STONE & CEMENT
BASE. REMOVE 2 CARD, BEAUTIFUL FLOWERS ON EDGE OF LAWN.
E. ORANGE- TAN BRICK, CREAM TRIM, ADD GREEN LAWN WITH NICE COLOR FLOWER
AROUND BLDG. ADD FOLIAGE ON TREES. REMOVE SNOW, POLES & WIRES.
ORANGE- FANCY COLOR WINDOWS, COPPER DOME, SLATE ROOF, CEMENT COLOR BLDG
ORANGE- FANCY COLOR AT PEAK OF ENTRANCE, ADD FANCY FLOWER BED.

PHOTO PROPERTY OF C. T. & CO. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE END OF THE LINE

5
7

200# 2 1/4
12

3
10

NO. 5A-H843

ORDER NO. 53343

DATE 4-26-1935

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.
GROUP (4)

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) HIGH SCHOOLS OF THE
ORANGES

IMPRINT SAME AS ABOVE

SUB TITLE- EAST ORANGE, N. J. HIGH SCHOOL
WEST ORANGE, N. J. HIGH SCHOOL
SOUTH ORANGE, N. J. HIGH SCHOOL
ORANGE, N. J. HIGH SCHOOL

PRIVATE NO. AFTER TITLE - LEAVE A SPACE BETWEEN TITLE & PRIVATE NO. 2

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

2

2212
A-9

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H844 ✓

ORDER NO. 53343

DATE 4-26-1935

12 M500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL)

SOLDIERS' AND SAILORS'

IMPRINT SAME AS ABOVE

MONUMENT, ORANGE, N. J.

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT (LEAVE A SPACE BETWEEN TITLE
& PRIV. NO.) - 1

COLOR DESCRIPTION

MAKE SUMMER SCENE, SEE 62710 FOR COLORS. SEE INSTRUCTIONS
ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. -

X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

X

*rel 1 1/2
18 3/4*

Mr. Sheen

*4
X*

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H045 ✓
ORDER NO. 53343
DATE 4-26-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) OLD FIRST PRESBYTERIAN
CHURCH, ORANGE, N. J.

IMPRINT SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT (LEAVE A SPACE BETWEEN TITLE
& PRIVATE NO.) - 5

COLOR DESCRIPTION

SLATE ROOF, WHITE DOME, DOORS, WOODWORK & BRONZE STATUE. RED BRICK
BLDG. TAKE OUT GRAVESTONES. HIDE THEM WITH BUSHES ON TOP OF WALL
JUST HIGH ENOUGH TO COVER THEM. TAKE OUT CAR, POLES & WIRES.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

7

3
X

HC 1 1/2
A8 3/4

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H846

ORDER NO. 53343

DATE 4-26-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) LLEWELLYN PARK, WEST
ORANGE, N. J.

IMPRINT SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT (LEAVE A SPACE BETWEEN TITLE
& PRIVATE NO.)- 6

COLOR DESCRIPTION

MAKE A NICE PARK SCENE. ADD FLOWERS WHERE YOU CAN.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

HEP4
1834

2 1/2

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-H847

ORDER NO. 53343

DATE 4-26-1935

12^M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M. NO

TITLE (IN FULL) CITY HALL, EAST
ORANGE, N. J.

IMPRINT SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT
(LEAVE A SPACE BETWEEN TITLE &
PRIVATE NO.) 4

COLOR DESCRIPTION

ORNAMENTED COLOR STEPLE, ROOF & DOME. LIGHT GRAY BLDG. CREAM CORNICE
& FANCY CARVED STONE WORK ORNAMENTS. ADD BEAUTIFUL FLOWER BED IN
CENTER CORNER OF LAWN WITH TOUCH OF FLOWERS IN BUSHES.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

APR 27 1935

200 1/2
A9

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

NO. 5A-HB48

ORDER NO. 53343

DATE 4-26-1935

12 M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP- PARK IN THE ORANGES

BOT- THE IRIS GARDEN, ORANGE
PARK, N. J.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT, LEAVE A SPACE BETWEEN TITLE & PRIVATE NO. - 7

COLOR DESCRIPTION

BEAUTIFUL AUTUMN TREE BACKGROUND. BREAK UP WITH OTHER
FLOWERS AT DISTANCE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET JP

200 1/2
48 1/2

2
X

NO. 5A-H849 ✓

ORDER NO. 53343

DATE 4-26-1935

THE RUBEN PUBLISHING CO.,
NEWBURGH, N. Y.

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 R. M NO

TITLE (IN FULL)

TOP- PARK IN THE ORANGES

IMPRINT

SAME AS ABOVE

BOT- THE LAKE IN ORANGE PARK, N. J.

PRIVATE NO. AFTER TITLE AT EXTREME
RIGHT (LEAVE A SPACE BETWEEN TITLE &
PRIVATE NO.)- 8

COLOR DESCRIPTION

RETOUCH VERY LIGHT CENTRE AND COLOR BEST YOU KNOW HOW.
ADD FLOWE'S WHEREVER YOU CAN IN THE PARK

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE RUBEN PUBLISHING CO.

6

AMERICAN ART POST CARD CO.,
BOSTON, MASS.

NO. 5A-H850

ORDER NO. 53328

DATE 4-26-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) MT. WASHINGTON AND THE

NORTHERN PEAKS OF THE PRES. RANGE,
WHITE MTS., N. H.

TOP PHOTO U. S. AIR SERVICE, MAP
WORK F. A. GARDNER (C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

USE PHOTO NO. 108923.

SUBMIT: RET. PHOTO EXL. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

200K
A 94

2
X

C. W. HUGHES & CO., INC.,
MECHANICVILLE, N. Y.

NO. 5A-H851

ORDER NO. 53353

DATE 4-29-1935

12M 500 ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BIRD'S-EYE VIEW OF
OTSEGO LAKE, COOPERSTOWN, N. Y.
PRIVATE NO. 3-4' FROM RIGHT EDGE
IN UPPER BORDER- 41

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

CUT OFF AS MARKED, USING CENTER PART OF PHOTO ONLY, BRING OUT
WATER IN BACKGROUND. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

NO. 5A-H852

ORDER NO. 53349

DATE 4-29-1935

C.W. HUGHES & CO., INC.,
MECHANICVILLE, N. Y.

25 ~~FE~~ M 500 ART COLOR ONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) NEW POST OFFICE,
ALBANY, N. Y.

IMPRINT SAME AS ABOVE

PRIVATE NO. 3-4' FROM RIGHT EDGE
IN UPPER BORDER- 192

COLOR DESCRIPTION

WHITE MARBLE WITH LIGHT GRAY MARKINGS. GRAY GRANITE STEPS.
SILVER DOOR & WINDOW FRAMES. RELIEF FIGURES OUT IN WHITE MARBLE.
STREET LAMPS DARK GREEN. TWO FLAG POLES IN FRONT OF BLDG SILVER
FINISH. TAKE OUT WIRES. BLOCK OUT BLDGS. AT RIGHT
PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

2

CUSTOMER
1
PHOTO PROPERTY OF C. T. & CO.
RETURN PHOTO
YES
NO

DIAL NO. 5A-H853

ORDER NO. 53360

DATE

4-29-1935

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

CUSTOMER

GREENE LINE STEAMERS,
CINCINNATI, OHIO

12 1/2 M FC

SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

A GREENE LINE STEAMER BOUND DOWN THE
RIVER

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

(Submit) — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

ELIMINATE MOTOR BOAT IN FOREGROUND. ELIMINATE
NAME OF STEAMER EXCEPT THE WORD "GREENE".

SEE FURTHER INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each — Size 5x7 - 8x10 - 10x12

Prints each from — Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Half-tone — Combination.

Dry — Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES — ZINC COLOR PLATES

LINE & HALFTONE COMB — COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE —
SCREEN — 55 60 85 100 110 120 133 150

ETCHING DEPT PAINT IN BACKGROUND SOLID

FINISHING DEPT OUTLINE OVAL CIRCLE
SQUARE — LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE — SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

DUPLICATES — COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE —

BLOCKING DEPT WOOD — MORTISE — ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
MOUNTED WITH BEARERS
CUT TO PICAS (see size)

PROOFS

FLAT GOOD IN COLORS — SPECIAL STOCK

ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED TO
PHOTO USED FOR

Red 4 1/2
26C 1 1/2
A-9 3/4
C-12

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO

DIAL NO. 5A-H854

ORDER NO. 53356

DATE 4-29-1935

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

CUSTOMER

HOME OFFICE SUPPLY COMPANY,
WELCH, W. VA.

6 M FC SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

GRACE HOSPITAL AND DR. CHAS. E. HICKS
WELCH, W. VA.

STYLE ART COLORTONE, WHITE BORDER

(All of this on address side)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

IMPRINT AT LEFT: SAME AS ABOVE

IMPRINT IN CENTER: C. T.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 10x12

Prints each from. Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER Straighten Photo

Negative — Line — Halftone — Combination.

Dry Wet — Pancromatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border Full Face.

Blue Print Handcolor Black & White Proof. Titles — Red, Blue.

TAKE OUT ALL HOUSES EXCEPT HOSPITAL AND THE LARGE
BLDG. ON POINT OF HILL IN RIGHT UPPER CORNER.

NOTE THE LARGE BUILDING JUST LEFT OF HOSPITAL HIDES
SUN PARLOR WINDOWS IN FIRST STORY OF HOSPITAL. THEY
ARE THE SAME AS THOSE SHOWN ABOVE TOP OF BLDG. A STONE
WALL RUNS BEHIND THIS BUILDING WHICH SHOULD BE SHOWN
AFTER THE HOUSE IS REMOVED.

BACKGROUND CHERRY TREES IN BLOOM IN EDGE
OF WOODS. COLOR OF BRICK, ETC. SEE SAMPLE ATTACHED.
THE BUILDING ON POINT O HILL IN RIGHT UPPER CORNER
IS RED BRICK WITH RED AND GREEN TILE ROOF. THE
TALL TREES AROUND THE HOSPITAL HAVE HEAVY FOLIAGE.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day

ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day

SIZE W DE HIGH SAME SIZE

BLOCKING DEPT WOOD - MORTISE - ANCHOR

SOLID METAL FLUSH TOP FLUSH BOTTOM

FLUSH SIDES FLUSH ALL AROUND

ENMOUNTED WITH BRASSERS

CUT TO PICAS see size

PROOFS

IN COLORS SPECIAL STOCK

ELECTR TYPES EACH F

N WOOD METAL

SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 125 133 140

ETCHING DEPT PAINT INK FUND S/L

FINISHING DEPT OUTLINE OVAL CIRCLE

SQUARE - LIKE COPY VIGNETTE HIGHLIGHT

WITH LINE - WITHOUT LINE - SPECIAL BORDER

DEADLINE

PHOTO RETURNED

TO

PHOTO USED FOR

Del. Photo - to Customer

RETURN PHOTO YES NO PHOTO PROPERTY OF C. T. & CO. CUSTOMER

DIAL NO. 5A-H855 ORDER NO. 53354 DATE 4-30-1935

CUSTOMER P. & O. S.S.CO., JACKSONVILLE, FLA.

DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART

DATE COMPLETED

Photos for this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full P. & O. TWIN SCREW, PASSENGER STEAMSHIP "CUBA"

341 FT. LONG, 47 FT. WIDE, SPEED 17 KNOTS PER HOUR, PASSENGER CAPACITY 520

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing Follow Layout

PHOTO LITHO Rephoto

NEG. NO.

FRONT NO. 5 (All of this on address side) R. M. Yes No R. M. to cover part of Mess. Space, entire Mess. Space, entire Front Trade Mark Yes No Special type as sample IMPRINT: Customer C. T. Imprint No Imprint

Photograph each - Size 5x7 - 8x10 - 10x12 Prints each from — Negatives MATTE or GLOSSY Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted See Salesman, Customer, or Sample for Position, Office DELIVER Straighten Photo Negative — Line — Halftone — Combination. Dry — Wet — Pancromatic — Color Separation Transfer — Paper Process — New Process. Stripping — White Border — Full Face. Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES ZINC COLOR PLATES COPIES Duplicates ZINC COLOR PLATES COPIES LINE & HALFTONE COMB. COLOR PROCESS Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day Extra Negatives Extra Stripping Strip To Size Double Print Reverse Position Reverse Color Ben Day

SIZE WIDE HIGH SAME SIZE SCREEN 55 60 85 100 110 120 130 150

ETCHING DEPT. PAINT IN BAY AT BOTTOM SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE SQUARE - LIKE COPY VIGNETTE HIGHLIGHT WITH LINE - WITHOUT LINE SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR SOLID METAL FLUSH TOP FLUSH BOTTOM FLUSH DES FLUSH ALL AROUND ENGRAVED WITH BEARERS CUT TO PICAS (see size)

PROOFS

PROOFS IN COLORS SPECIAL STOCK ELECTROTYPES EACH OF ON WOOD METAL

PHOTO RETURNED TO

PHOTO USED FOR

Ref 5
JPC 1 1/2
A-12
C-12

12 1/2
JPC

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 5A-H856 ORDER NO. 53367 DATE 4-29-1935

CUSTOMER TAHOE TAVERN,
LAKE TAHOE, CALIF.

12 1/2 M FC SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout
Title in Plate Yes No Copyright in Plate Yes No
Title in full

TAHOE TAVERN, LAKE TAHOE, CALIF.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

COLOR DESCRIPTION

RETURN PHOTO YES NO

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

Photos for
this Customer

STYLE PHOTO COLORIT, WHITE BORDER

(All of this on address side)

FRONT NO. 5 R. M. No
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front
Trade Mark Yes No Special type as sample
IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12
Prints each from Negatives MATTE or GLOSSY
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted
See Salesman, Customer, or Sample for Position, Office
DELIVER Straighten Photo
Negative — Line — Halftone — Combination.
Dry — Wet — Pancromatic — Color Separation
Transfer — Paper Process — New Process.
Stripping — White Border Full Face.
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES
DUPLICATES ZINC COLOR PLATES
LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE —
SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE — LIKE COPY — VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

ZINC ETCHINGS FROM COPIES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
--------------------	--------------------	------------------	-----------------	---------------------	------------------	---------

SIZE — WIDE — HIGH SAME SIZE —

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
UNMOUNTED WITH BEARERS
CUT TO PICAS See size

PROOFS

FLAT GOOD IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Art Work
600

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

YES

RETURN PHOTO

DIAL NO. 5A-H857 ORDER NO. 53367 DATE 4-29-1935

CUSTOMER TAHOE TAVERN,
LAKE TAHOE, CALIF.

DEPT.
RETOUCHING
ENGRAVING
PHOTO LITHO
COMPOSING
LITHO ART

DATE COMPLETED

2
Photos for
this Customer

12 1/2 M PC SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

TAHOE TAVERN, LAKE TAHOE, CALIF.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing
Follow Layout

STYLE PHOTO COLORIT, WHITE BORDER

(All of this on address side)

FRONT NO. 5

R. M.

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each Size 5x7 - 8x10 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Panormatic — Color Separation

Transfer — Paper Process — New Process.

Stripping — White Border Full Face.

Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

ENGRAVING DEPARTMENT

HALFTONES FROM COPIES

DUPLICATES ZINC COLOR PLATES

LINE & HALFTONE COMB COLOR PROCESS

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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ZINC ETCHINGS FROM COPIES

DUPLICATES COLOR PLATES

Extra Negatives	Extra Stripping	Strip To Size	Double Print	Reverse Position	Reverse Color	Ben Day
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SIZE WIDE HIGH SAME SIZE

SCREEN 55 60 85 100 110 120 133 150

ETCHING DEPT. PAINT IN BACKGROUND SOLID

FINISHING DEPT. OUTLINE OVAL CIRCLE
SQUARE - LIKE COPY VIGNETTE HIGHLIGHT
WITH LINE WITHOUT LINE SPECIAL BORDER

SIZE WIDE HIGH SAME SIZE

BLOCKING DEPT. WOOD - MORTISE - ANCHOR
SOLID METAL FLUSH TOP FLUSH BOTTOM
FLUSH SIDES FLUSH ALL AROUND
(UNMOUNTED) WITH DEARERS
CUT TO PICAS see size

PROOFS

FLAT GLOSS IN COLORS SPECIAL STOCK
ELECTROTYPES EACH OF
ON WOOD METAL

PHOTO RETURNED

TO

PHOTO USED FOR

Let 5 1/2
AC 1 1/2
A 1 3/4
C- 1/2

Bring as large as possible
with border the "17"
no gap, I just need the
border on a 17" x 17" plate
Don't

200 1 1/2
A 9 3/4

3 1/2
X

NO. 5A-H858

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 53369
5-1-1935
DATE

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) HOTEL ST. CATHERINE

IMPRINT SAME AS ABOVE

~~DECEMBER 1934~~, FROM THE CASINO,
CATALINA ISLAND, CALIFORNIA

PRIVATE NO. BEFORE TITLE- C-10

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H859

ORDER NO. 53369

DATE 5-1-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

TITLE (IN FULL) HOTEL ST. CATHERINE AND
GROUNDS, CATALINA ISLAND, CALIFORNIA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- C-22

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE SET UP

2801 1/2
A9 1/2

3 1/2
X

6

80 1 1/2
A 10 3/4

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H860 ✓

ORDER NO. 53369

DATE 5-1-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

SHORELINE OF CATALINA
ISLAND, CALIFORNIA FROM SKYLINE
DRIVE, AVALON BAY IN FOREGROUND
PRIVATE NO. BEFORE TITLE- C-15

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & CO.—

☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

3 1/2

20 1/2
1-9 3/4

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CAL IF.

NO. 5A-H861

ORDER NO. 53369

DATE 5-1-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) HOTEL ST. CATHERINE,
CATALINA ISLAND, CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- C-5

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

7

HC12
A9 1/2

5
X

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H862
ORDER NO. 53369
DATE 5-1-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) STEAMERS "CATALINA"
AND "AVALON" AT PIER, AND
CASINO, AVALON BAY, CATALINA ISLAND,
CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- C-28

in 5B4 1455

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THE SET UP

DEADLINE

6

Thurs

*20 1/2
410 1/2*

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H863

ORDER NO. 53369

DATE 5-1-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) ALONG THE BEACH AT

IMPRINT SAME AS ABOVE

AVALON, CATALINA ISLAND,
CALIFORNIA

PRIVATE NO. BEFORE TITLE- C-8

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

201 1/2
A-10 3/4

3
x

NO. 5A-H864

WESTERN PUBLISHING & NOVELTY CO., ORDER NO. 53369
LOS ANGELES, CALIF.

DATE 5-1-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) AVALON AND BAY FROM THE
CHIMES TOWER, CATALINA ISLAND,
CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- C-21

m 5 BH 1446
2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

8

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H865

ORDER NO. 53369

DATE 5-1-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) THE CASINO, CATALINA
ISLAND, CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- C-57

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. —

CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

2012
A9

6

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H866

ORDER NO. 53369

DATE 5-1-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 11

R. M. YES

TITLE (IN FULL) THE CASINO, CATALINA
ISLAND, CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- C-26

1N5BH1439

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET

7

20K
A 9 3/4

3 1/2
X

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.		NO. 5A-H867
		ORDER NO. 53369
		DATE 5-1-1935
25M ART COLORTONE POST CARDS, WHITE BORDER		
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>
PLACE OF TITLE: <u>UPPER</u> LOWER. CENTER - BORDER.	FRONT NO. <u>11</u>	R. M. YES
TITLE (IN FULL) CASINO AND STR. "CATALINA"	PRINT SAME AS ABOVE	
FROM HOTEL ST. CATHERINE, CATALINA ISLAND, CALIFORNIA	<u>an SBH 1453</u>	
PRIVATE NO. BEFORE TITLE- C-12	<u>2 blueprints</u>	
COLOR DESCRIPTION		
SEE TISSUE ATTACHED.		
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.		
PHOTO PROPERTY OF C. T. & CO. — <input checked="" type="checkbox"/> CUSTOMER		
CURT TEICH & COMPANY, INC., CHICAGO		
PHOTO TICKET		

TYPE SET UP

DEADLINE

8

2001 1/2
A 10 1/2

2 1/2
X

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H868 ✓

ORDER NO 53369

DATE 5-1-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PLEASURE CRAFT IN
AVALON BAY, CATALINA ISLAND,
CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. YES

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- C-9

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

8

HE 1 1/2
A 8 3/4

5
X

WESTERN PUBLISHING & NOVELTY CO., LOS ANGELES, CALIF.		NO. 5A-H869	ORDER NO. 53369
		DATE 5-1-1935	
25M ART COLORTONE POST CARDS, WHITE BORDER			
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.	FRONT NO. 11	R. M. YES	
TITLE (IN FULL) GROUND IN FRONT OF HOTEL ST. CATHERINE, CATALINA ISLAND, CALIFORNIA	IMPRINT	SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE- 0-42	2 blueprints		
COLOR DESCRIPTION			
SEE TISSUE ATTACHED.			
SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.			
PHOTO PROPERTY OF C. T. & Co. — <input checked="" type="checkbox"/> CUSTOMER			
CURT TEICH & COMPANY, INC., CHICAGO			
PHOTO TICKET			

DEADLINE

HC 1 3/4
A 12 1/2

6

NO. 5A-4870

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

ORDER NO. 53369

DATE 5-1-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) CRESCENT AVENUE, AVALON,

IMPRINT SAME AS ABOVE

CATALINA ISLAND, CALIFORNIA

PRIVATE NO. BEORE TITLE- C-36

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

7

11

HC 1 1/2
A 10 1/2

3
X

NO. 5A-H871 ✓

ORDER NO. 53369

DATE 5-1-1935

WESTERN PUBLISHING & NOVELTY CO.,

LOS ANGELES, CALIF.

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) AQUAPLANING AT CATALINA

IMPRINT SAME AS ABOVE

ISLAND, CALIFORNIA

PRIVATE NO. BEFORE TITLE- G-14

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & CO. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

TYPE SET UP

8

24
22

200 1 1/2
A 9 1/2

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF. ?

NO. 5A-H872

ORDER NO. 53369

DATE 5-1-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN-FULL) YACHT CLUB AND CASINO,

CATALINA ISLAND, CALIFORNIA

PRIVATE NO. BEFORE TITLE- C-35

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. YES

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

THIS SET UP

2

12

20 1/2
19 1/2

5

NO. 5A-4873 ✓

WESTERN PUBLISHING & NOVELTY CO.
LOS ANGELES, CALIF.

ORDER NO. 53369

DATE 5-1-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) SEAL ROCKS, CATALINA
ISLAND, CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE- 0-20

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

TYPE SET UP

DEADLINE

8

2 1/2
X

200 1 1/2
A 9 3/4

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H874

ORDER NO. 53369

DATE 5-1-1935

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. YES

TITLE (IN FULL) A GLIMPSE OF THE YACHT
CLUB AND CASINO, CATALINA ISLAND,
CALIFORNIA
PRIVATE NO. BEFORE TITLE- C-18

IMPRINT SAME AS ABOVE

2 blueprints

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

PHOTO PROPERTY OF C. T. & Co. - X CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

1935 MAY 1

DEADLINE

WESTERN PUBLISHING & NOVELTY CO.,
LOS ANGELES, CALIF.

NO. 5A-H875

ORDER NO. 53369

DATE 5-12-1935

25M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MAP

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. YES NO

IMPRINT SAME AS ABOVE

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

Large map

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.
PHOTO PROPERTY OF C. T. & Co. — ☒ CUSTOMER

CURT TEICH & COMPANY, INC., CHICAGO
PHOTO TICKET

plc 1 1/2
A-14

Ret 2 3/4
Layout - 3 1/2
G.H.W. 2 1/4
X